

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 11, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	31.5	24,030
2	60 MINUTES	29.7	22,660
3	M*A*S*H	27.2	20,750
4	THREE'S COMPANY	26.7	20,370
5	EIGHT IS ENOUGH	24.5	18,690
5	ONE DAY AT A TIME	24.5	18,690
7	ARCHIE BUNKER'S PLACE	24.3	18,540
8	DALLAS	24.1	18,390
9	ALICE	24.0	18,310
10	TAXI	23.8	18,160
10	WKRP IN CINCINNATI	23.8	18,160
12	LITTLE HOUSE-PRAIRIE	22.9	17,470
13	ANGIE	22.8	17,400
14	CBS NFL FOOTBALL SPECIAL(S)	22.6	17,240
15	DUKES OF HAZZARD	22.4	17,090
16	JEFFERSONS	22.2	16,940
16	MORK & MINDY	22.2	16,940

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.4	50,530
2	60 MINUTES	18.9	39,150
3	DUKES OF HAZZARD	18.5	38,340
4	MORK & MINDY	17.8	36,850
5	M*A*S*H	17.5	36,170
6	LITTLE HOUSE-PRAIRIE	17.4	35,990
7	THREE'S COMPANY	17.4	35,900
8	EIGHT IS ENOUGH	16.9	34,870
8	WITCH'S NIGHT OUT(S)	16.9	34,870
10	INCREDIBLE HULK	16.1	33,310
11	DALLAS	16.0	33,110
12	MORK & MINDY SPECIAL(S)	16.0	33,020
13	ARCHIE BUNKER'S PLACE	15.8	32,670
14	ONE DAY AT A TIME	15.8	32,660
15	CASPER HALLOWEEN SPECIAL(S)	15.8	32,610
16	ALICE	15.6	32,220
17	CHIPS	15.3	31,730
18	TAXI	15.2	31,510

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.4	19,540
2	60 MINUTES	23.1	18,530
3	THREE'S COMPANY	20.3	16,250
4	ONE DAY AT A TIME	20.2	16,230
5	ALICE	20.1	16,130
5	LITTLE HOUSE-PRAIRIE	20.1	16,130
7	M*A*S*H	19.7	15,750
8	DALLAS	19.6	15,670
9	ARCHIE BUNKER'S PLACE	19.5	15,660
10	EIGHT IS ENOUGH	18.8	15,030
11	JEFFERSONS	18.6	14,900
12	TAXI	18.3	14,690
13	ABC FRIDAY NIGHT MOVIE#	17.9	14,360
14	WKRP IN CINCINNATI	17.7	14,180
15	ANGIE	17.2	13,800

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	25.6	18,440
2	60 MINUTES	22.5	16,190
3	CBS NFL FOOTBALL SPECIAL(S)	19.0	13,710
4	NFL MONDAY NIGHT FOOTBALL	18.8	13,560
5	ARCHIE BUNKER'S PLACE	17.6	12,660
6	DUKES OF HAZZARD	17.3	12,440
7	VEGA\$#	16.9	12,150
8	CBS NFL FOOTBALL GAME 1	16.5	11,870
9	DALLAS	16.2	11,650
10	M*A*S*H	16.1	11,630
11	NFL FOOTBALL GAME 2-NBC#	16.1	11,580
12	MORK & MINDY	15.6	11,270
13	THREE'S COMPANY	15.2	10,930
14	ONE DAY AT A TIME	15.1	10,910
15	INCREDIBLE HULK	15.1	10,890
16	CHARLIE'S ANGELS	14.8	10,660

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 11, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	29.0	14,490
2	ABC FRIDAY NIGHT MOVIE#	21.3	10,630
3	MORK & MINDY	20.7	10,340
4	THREE'S COMPANY	20.3	10,110
5	TAXI	19.8	9,860
6	M*A*S*H	19.6	9,780
7	WKRP IN CINCINNATI	18.5	9,240
8	QUINCY, M.E.	18.5	9,230
9	MORK & MINDY SPECIAL(S)	18.1	9,050
10	DALLAS	18.1	9,020
11	BENSON	18.0	8,980
12	EIGHT IS ENOUGH	17.8	8,860
13	SOAP	16.6	8,280
14	ANGIE	16.3	8,150
15	HART TO HART	16.2	8,100
15	LITTLE HOUSE-PRAIRIE	16.2	8,100

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.6	8,660
2	ARCHIE BUNKER'S PLACE	35.4	8,600
3	ONE DAY AT A TIME	33.3	8,100
4	ALICE	32.2	7,820
5	JEFFERSONS	28.9	7,040
6	LITTLE HOUSE-PRAIRIE	28.0	6,810
7	WALTONS	27.8	6,770
8	CBS NFL FOOTBALL SPECIAL(S)	24.8	6,020
9	TRAPPER JOHN, M.D.#	22.5	5,460
10	BARNABY JONES	22.0	5,350
11	DALLAS	21.3	5,180
12	REAL PEOPLE	21.1	5,120
13	THREE'S COMPANY	20.2	4,920
14	LOVE BOAT	20.1	4,880
15	M*A*S*H	19.8	4,820
16	CBS EVENING NEWS-CRONKITE	19.8	4,810
16	EIGHT IS ENOUGH	19.8	4,810

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	28.2	13,370
2	MORK & MINDY	19.5	9,250
3	NFL MONDAY NIGHT FOOTBALL	18.3	8,700
4	MORK & MINDY SPECIAL(S)	17.9	8,480
4	60 MINUTES	17.9	8,480
6	DUKES OF HAZZARD	16.6	7,860
7	CBS NFL FOOTBALL GAME 1	16.2	7,700
7	RACE-YOUR LIFE, C.BROWN(S)	16.2	7,700
9	VEGA\$#	16.2	7,680
10	CBS NFL FOOTBALL SPECIAL(S)	16.2	7,670
11	M*A*S*H	15.7	7,450
12	NFL FOOTBALL GAME 2-NBC#	15.7	7,430
13	DISNEY'S WONDERFUL WORLD	14.7	6,980
14	DALLAS	14.6	6,940
15	INCREDIBLE HULK	14.5	6,900
16	BEST-SATURDAY NIGHT LIVE	14.4	6,840
17	BARNEY MILLER	14.2	6,760
18	BIG EVENT	14.1	6,670

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.8	6,280
2	ARCHIE BUNKER'S PLACE	31.6	6,040
3	ONE DAY AT A TIME	24.8	4,740
4	CBS NFL FOOTBALL SPECIAL(S)	24.3	4,650
5	ALICE	23.2	4,430
6	WALTONS	22.6	4,330
7	REAL PEOPLE	21.0	4,010
8	JEFFERSONS	20.9	3,990
9	NCAA FOOTBALL POST GAME#	20.7	3,950
10	SHERIFF LOBO#	20.6	3,940
11	CHARLIE'S ANGELS	19.9	3,800
12	NBC MOVIE OF THE WEEK(S)	19.7	3,770
13	HAWAII FIVE-O	19.6	3,750
14	BARNABY JONES	19.2	3,670
14	DUKES OF HAZZARD	19.2	3,670
16	NFL MONDAY NIGHT FOOTBALL	19.1	3,660
17	LITTLE HOUSE-PRAIRIE	19.0	3,630
17	VEGA\$#	19.0	3,630

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
*EVENING																													
ABC FRIDAY NIGHT MOVIE 6 194 A 19.1 33 1457 1945 862 347 986 508 730 554 80^192 556 215 396 383 64^113^ 143^113^ 260 210																													
2 FRI. 9.00P 120 ABC FF 99 B 16.0 28 1221 1959 807 331 891 407 609 511 104 216 592 235 410 373 72 133 171 95 305 237																													
9.00 - 9.30 A 18.8 32 1434 1978 938 390 1039 517 748 567 79^218 575 237 395 374 61^128^ 121^103^ 243 191																													
9.30 - 10.00 A 19.4 32 1480 1912 899 375 1009 518 746 583 69^189 543 220 380 372 58^119^ 112^102^ 248 187																													
10.00 - 10.30 A 19.4 34 1480 1905 798 326 943 495 705 518 87^183 537 203 384 371 75^109^ 159^117^ 266 224																													
10.30 - 11.00 A 18.8 34 1434 1987 810 294 947 498 715 543 81^180 570 205 423 411 68^ 99^ 188 134^ 282 228																													
ABC NEWSBRIEF-M-F 44 184 186 A 18.5 29 1412 1776 691 287 769 318 499 439 92 209 615 270 396 350 105 169 194 98 198 142																													
1 MON. 8.58P 1 ABC N 96 96 B 18.1 29 1381 1825 692 281 769 309 482 426 102 219 637 257 398 352 98 186 195 97 224 158																													
1 TUE. 9.58P 1																													
1 THU. 9.57P 2																													
2 M & F 8.58P 1																													
2 TU-TH 9.58P 1																													
ABC NEWSBRIEF-SAT. 9 195 196 A 20.9 36 1595 1710 731 249 807 297 454 432 108 264 489 198 286 251 87 169 204 124 210 162																													
SAT. 9.58P 1 ABC N 98 98 B 19.3 34 1473 1827 745 266 837 314 477 419 115 296 561 221 345 303 88 178 176 112 253 202																													
ABC NEWSBRIEF-SUN. 9 189 187 A 17.7 26 1351 2214 674 332 790 412 602 443 64^148 757 434 593 430 77^135 269 140 398 274																													
1 SUN. 7.58P 1 ABC N 98 96 B 16.9 26 1289 2117 675 348 766 402 582 444 74 144 760 402 570 442 79 138 240 117 351 241																													
2 SUN. 8.58P 1																													
ABC SUNDAY NIGHT MOVIE 8 198 197 A 31.5 46 2403 2103 730 335 811 391 603 509 82 151 768 360 558 490 82 145 268 148 256 197																													
1 SUN. 8.30P 165 ABC FF 99 99 B 21.0 33 1602 1986 737 356 810 393 600 504 78 151 801 374 592 519 79 147 201 106 174 135																													
2 SUN. 9.00P 120																													
8.30 - 9.00 A 33.2 46 2533 2368 747 389 812 391 637 547 76^135 812 388 599 528 73^137 325 190 419 300																													
9.00 - 9.30 A 29.3 41 2236 2127 728 342 800 381 583 496 72 153 772 344 555 487 76 151 273 147 282 214																													
9.30 - 10.00 A 31.0 44 2365 2093 725 326 795 373 582 501 79 152 766 349 552 488 84 153 269 147 263 198																													
10.00 - 10.30 A 31.8 47 2426 2059 735 322 827 409 615 505 88 152 762 363 552 484 89 142 250 143 220 175																													
10.30 - 11.00 A 31.2 49 2381 2029 733 322 828 406 607 499 93 162 757 361 546 475 87 148 250 136 194 158																													
ABC WORLD NEWS TONIGHT 30 197 198 A 13.5 24 1030 1578 661 233 735 193 360 355 111 301 611 155 319 323 142 237 100 54^ 132 83																													
M-F 6.30P 30 ABC N 99 99 B 11.9 23 908 1568 662 231 740 189 358 356 105 308 613 164 313 307 123 247 103 55 112 75																													
ABC WRD NEWS TONIGHT-SUN 5 148 146 A 8.9 16 679 1826 807 308 868 201 448 414 126^364 692 183 320 266 99^327 91^ LT 175^ 118^																													
SUN. 6.30P 30 ABC N 83 83 B 7.7 15 588 1796 775 248 864 221 428 399 127 366 657 181 300 260 101 293 128 38 147 95																													
ACT OF VIOLENCE(S) 183 A 15.0 26 1145 1643 702 315 731 232 458 462 131^207^ 708 227 402 428 150^219 101^ 40^ 103^ 42^																													
2 SAT. 9.00P 120 CBS FF 99																													
9.00 - 9.30 A 11.5 19 877 1621 663 312 684 227^ 405 423 146^207^ 695 207^ 381 402 166^232^ 111^ 49^ 131^ 34^																													
9.30 - 10.00 A 14.2 24 1083 1599 705 301 723 245 454 477 124^195^ 659 181^ 355 398 142^227 107^ 39^ 110^ 28^																													
10.00 - 10.30 A 17.0 31 1297 1632 699 317 728 215 457 457 132^207 717 238 413 449 153^211 90^ 43^ 97^ 53^																													
10.30 - 11.00 A 17.4 32 1328 1689 722 327 760 237 490 476 125^209 742 264 441 446 145^208 100^ 34^ 87^ 48^																													
ALICE 7 195 200 A 24.0 33 1831 1760 778 288 882 213 378 382 193 428 570 158 279 280 130 241 115 50^ 193 137																													
1 SUN. 9.06P 30 CBS CS 99 99 B 25.1 37 1915 1798 790 270 875 251 424 394 162 388 589 170 294 269 126 250 140 80 194 145																													
2 SUN. 9.13P 30																													
ALL STAR FAMILY FEUD(S) 196 A 18.9 32 1442 1741 738 330 849 318 487 459 133^251 596 237 355 334 117^187 74^ 41^ 222 175																													
2 FRI. 8.00P 60 ABC QP 99																													
8.00 - 8.30 A 18.9 32 1442 1759 744 335 843 312 482 473 130^245 585 227 343 322 116^191 76^ 46^ 255 191																													
8.30 - 9.00 A 18.9 31 1442 1716 728 320 849 320 489 446 132^254 606 247 369 343 120^184 73^ 37^ 188 161^																													
ANGIE 8 203 205 A 22.8 36 1740 1761 733 290 794 304 468 403 122 252 537 229 314 250 111 188 173 94 257 179																													
TUE. 8.30P 30 ABC CS 99 99 B 21.8 35 1663 1856 707 294 796 341 506 414 102 230 531 247 336 260 80 162 207 116 322 209																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
														TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
EVENING CONT'D																																			
ARCHIE BUNKER'S PLACE										8	195	203	A	24.3	35	1854	1762	746	243	844	158	285	315	194	464	682	157	294	292	160	326	99	43^	137	95
1 SUN. 8.06P 30 CBS CS										99	99	B	21.9	34	1671	1779	760	249	858	182	335	338	162	443	676	158	299	301	146	320	103	57	142	101	
2 SUN. 8.13P 30																																			
AVALANCHE(S)										185			A	14.2	26	1083	1729	708	198^	750	268	506	473	85^180^	658	233	470	462	45^131^	143^	82^	178^	155^		
1 SAT. 9.30P 120 CBS FF										99			A	12.9	22	984	1898	738	231^	776	283	545	482	91^182^	657	232^	481	436	44^137^	137^	80^	328	254		
9.30 - 10.00													A	14.1	25	1076	1787	759	202^	803	301	547	515	86^179^	685	254	499	483	43^136^	130^	77^	169^	157^		
10.00 - 10.30													A	14.6	27	1114	1704	723	201^	767	278	514	478	88^184^	666	242	479	455	47^139^	145^	91^	126^	120^		
10.30 - 11.00													A	15.0	30	1145	1566	623	161^	667	219	432	424	75^177^	632	208^	430	471	47^117^	159^	79^	108^	108^		
11.00 - 11.30																																			
B.J. AND THE BEAR										6	206		A	15.9	29	1213	2050	652	255	751	232	413	367	146^277	734	260	445	384	133^219	217	41^	348	274		
2 SAT. 10.00P 60 NBC A										99			B	18.0	32	1373	2165	711	298	783	275	489	423	112	235	731	249	457	411	117	210	244	83	407	311
10.00 - 10.30													A	15.6	28	1190	2019	642	240	743	234	398	347	146^285	711	259	420	361	133^216	210	43^	355	280		
10.30 - 11.00													A	16.2	30	1236	2072	658	269	754	230	427	388	145^265	753	262	465	406	131^220	224	38^	341	271		
BARNABY JONES										7	194	194	A	19.3	33	1473	1542	740	283	826	228	401	367	171	363	571	150	264	255	106	250	112	53^	33^	33^
THU. 10.00P 60 CBS PD										99	98	B	18.1	31	1381	1578	789	288	868	235	421	397	152	370	562	145	249	241	123	259	103	56	45	36	
10.00 - 10.30													A	19.1	32	1457	1539	741	289	825	226	395	359	169	371	569	140	257	263	106	252	113	53^	32^	32^
10.30 - 11.00													A	19.4	34	1480	1546	744	279	830	229	408	377	173	357	572	156	267	248	105	247	109	53^	35^	35^
BARNEY MILLER										7	195	196	A	22.1	34	1686	1696	663	266	726	275	465	402	109	207	595	251	400	355	100	154	187	102	188	144
THU. 9.00P 30 ABC CS										99	99	B	22.0	35	1679	1793	701	283	778	328	502	428	106	217	590	255	386	339	88	168	201	110	224	159	
BATTLE-NETWORK STARS(S)										195			A	18.9	32	1442	2030	741	272	808	284	497	491	83^252	641	258	440	440	85^142^	232	149^	349	263		
1 FRI. 8.00P 120 ABC SE										99			A	19.1	32	1457	2050	699	274	775	267	462	447	86^256	621	227	401	430	86^148^	253	160^	401	301		
8.00 - 8.30													A	19.5	32	1488	2122	734	296	796	280	494	481	83^247	637	246	439	445	83^132^	259	162	430	320		
8.30 - 9.00													A	18.9	32	1442	1956	759	258	828	286	509	510	85^259	652	278	466	446	78^135^	203	145^	273	211		
9.00 - 9.30													A	18.4	31	1404	1947	765	253	824	296	520	523	78^240	652	276	449	436	90^154^	199	119^	272	216		
9.30 - 10.00																																			
BENSON										8	200	201	A	22.0	34	1679	1843	720	302	790	289	534	468	109	201	553	214	365	321	90	145	222	141	278	184
THU. 8.30P 30 ABC CS										99	99	B	21.5	35	1640	1910	708	284	794	311	515	443	109	218	569	228	373	335	76	152	230	127	317	221	
BEST-SATURDAY NIGHT LIVE										2	203	201	A	16.0	28	1221	1814	679	316	755	347	557	469	82^151	694	404	558	483	61^	99^	258	109	107	87^	
WED. 10.00P 60 NBC GV										99	99	B	16.0	28	1221	1814	679	316	755	347	557	469	82	151	694	404	558	483	61	99	258	109	107	87	
10.00 - 10.30													A	17.1	29	1305	1812	670	318	745	328	531	444	89^161	692	391	551	484	67^109	247	98	128	99		
10.30 - 11.00													A	14.9	27	1137	1805	692	310	769	368	590	499	72^137	697	419	569	478	55^	89^	262	118	77^	68^	
BIG EVENT										7	207	206	A	16.5	25	1259	1900	700	278	747	287	467	454	108	190	826	311	530	483	117	214	160	48^	167	110
1 SUN. 9.00P 120 NBC FV										99	99	B	19.3	30	1473	1984	705	279	780	321	510	460	107	199	807	341	547	474	105	192	189	60	208	146	
2 SUN. 9.00P 150																																			
9.00 - 9.30													A	16.0	22	1221	1971	688	257	715	268	465	452	81^165	842	320	538	510	108	209	180	46^	234	173	
9.30 - 10.00													A	16.2	23	1236	1931	690	276	722	272	448	438	98	187	825	313	527	488	116	213	180	41^	204	144
10.00 - 10.30													A	16.2	24	1236	1868	699	272	755	282	463	460	121	196	827	299	515	467	129	233	163	47^	123	82^
10.30 - 11.00													A	16.1	25	1228	1810	705	275	762	282	460	446	139	213	808	284	509	460	123	221	136	42^	104	57^
11.00 - 11.30													A	20.0	38	1526	1902	724	334	801	360	531	483	93^179	804	352	565	479	107^173	128^	65^	169	85^		
BUCK ROGERS-25TH CENTURY										8	204	201	A	16.8	26	1282	2161	553	208	629	298	441	370	39^134	713	339	514	456	80^145	277	85^	542	371		
THU. 8.00P 60 NBC SF										99	99	B	17.4	28	1328	2165	578	237	645	318	487	412	49	112	713	355	546	482	61	107	323	98	484	372	
8.00 - 8.30													A	16.3	26	1244	2104	548	214	622	288	425	364	38^143	703	322	484	435	86^156	279	83^	500	340		
8.30 - 9.00													A	17.4	27	1328	2196	552	198	630	305	453	373	40^125	712	352	536	468	77^132	275	86^	579	397		
BUGS BUNNY HOWL-OWEEN SPL(S)										189			A	15.1	25	1152	1914	577	254	733	299	481	391	76^187^	497	159^	273	327	54^134^	177^	71^	507	296		
1 WED. 8.00P 30 CBS EA										99																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										MEN													
K E Y										TEENS (12-17) CHILDREN (2-11)													
HOUSEHOLD AUDIENCES										TOTAL FEM. TOTAL 6-11													
AVG. AUD. SHARE %										TOTAL 18-34 18-49 25-54 55-64 55+													
AVG. AUD. (0,000)										TOTAL 18-34 18-49 25-54 55-64 55+													
TOTAL PERSONS (2+)										TOTAL 18-34 18-49 25-54 55-64 55+													
LADY WORK-ING HOUSE WOM.										TOTAL 18-34 18-49 25-54 55-64 55+													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY START TIME DUR NET TYPE										K E Y	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
																		TOTAL	18-34	WOMEN 18-34	25-54	55-64	55+	TOTAL	18-34	WOMEN 18-34	25-54	55-64	55+		
EVENING CONT'D																															
CHARLIE'S ANGELS-CONT'D																															
10.00 - 10.30																															
10.30 - 11.00																															
CHIPS																															
1 SAT. 8.00P 60 NBC OP																															
2 SAT. 8.00P 120																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
9.30 - 10.00																															
CONNALLY FOR PRESIDENT(S)																															
1 TUE. 10.54P 6 CBS P																															
DALLAS																															
FRI. 10.00P 60 CBS GD																															
10.00 - 10.30																															
10.30 - 11.00																															
DETECTIVE SCHOOL																															
1 SAT. 8.30P 30 ABC CS																															
DIFFRENT STROKES																															
2 209 208																															
WED. 9.00P 30 NBC CS																															
DISNEY'S WONDERFUL WORLD																															
SUN. 7.00P 120 NBC FV																															
7.00 - 7.30																															
7.30 - 8.00																															
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8.30 - 9.00																															
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	WOMEN 18- 25- 54			55-64	55+	TOTAL	18-34	MEN 18- 25- 54			55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
GUINNESS BK-WORLD RECORDS(S)													194	A 13.9 24 1061		1941	726	270	776	289	572	590	57v146^	786	285	567	557	99^159^	133^ 94^	246	211^
1 FRI. 10.00P 60 ABC SC													98	A 14.4 24 1099		2002	724	278	772	294	574	586	58^148^	819	299	593	587	102^164^	133^ 87^	278	226
10.00 - 10.30														A 13.3 23 1015		1879	732	259	780	286	569	596	54v143^	753	272	543	530	94^152^	130^102^	216^	197^
10.30 - 11.00																															
HAPPY DAYS													8 207 210	A 21.8 35 1663		1868	713	264	758	282	446	398	116 246	568	224	338	271	110 202	214 107	328	220
TUE. 8.00P 30 ABC CS													99 99	B 21.5 36 1640		1942	696	284	779	340	505	417	95 216	549	260	365	286	79 151	222 119	392	256
HART TO HART													3 200 197	A 19.4 34 1480		1578	738	315	836	371	547	470	82^227	567	253	347	322	99 177	111 48^	64^ 34^	
TUE. 10.00P 60 ABC PD													99 97	B 20.5 35 1564		1573	741	319	832	371	551	494	97 209	557	247	354	336	93 156	131 65	53 34	
10.00 - 10.30														A 20.1 34 1534		1586	729	307	828	371	544	466	76^221	554	245	341	318	98 171	119 53^	85 44^	
10.30 - 11.00														A 18.7 33 1427		1559	746	323	843	366	549	477	90 233	572	257	351	323	101 180	102 41^	42^ 24^	
HAWAII FIVE-O													6 194 191	A 16.5 26 1259		1528	680	251	777	188	320	307	136 372	603	129	247	260	121 298	75^ 26^	73^ 50^	
THU. 9.00P 60 CBS OP													98 97	B 16.4 26 1251		1662	745	274	828	203	361	362	155 374	658	165	306	286	142 285	93 30	83 46	
9.00 - 9.30														A 15.8 24 1206		1545	683	244	783	191	316	308	133 375	601	134	245	261	113 297	66^ 27^	95^ 61^	
9.30 - 10.00														A 17.2 27 1312		1504	677	256	768	182	321	306	138 368	604	128	248	257	128 299	81^ 25^	51^ 39^	
HELLO, LARRY													2 201 201	A 16.4 26 1251		1698	733	267	792	256	456	414	126 263	580	242	372	347	108 181	175 57^	151 106	
WED. 9.30P 30 NBC CS													97 98	B 16.4 26 1251		1698	733	267	792	256	456	414	126 263	580	242	372	347	108 181	175 57	151 106	
HORROR SHOW:60 MAGIC YRS.(S)													188	A 10.3 16 786		2131	615	186^	701	324	543	394	85^158^	682	196^	483	445	66v137^	376 103^	372 262^	
2 WED. 8.00P 60 CBS FV													97	A 10.2 16 778		2031	625	187^	703	343	540	390	86^163^	628	167^	435	406	59v132^	335 96^	365 259^	
8.00 - 8.30																															
8.30 - 9.00														A 10.4 16 794		2214	609	184^	699	303^	544	394	89^155^	724	217^	524	480	71v138^	411 107^	380 263^	
INCREDIBLE HULK													7 197 195	A 19.5 33 1488		2239	648	210	692	231	417	378	99 222	732	282	463	410	81^215	296 157	519 315	
FRI. 8.00P 60 CBS SF													99 99	B 17.1 30 1305		2122	720	248	787	301	488	411	109 238	668	257	422	386	90 191	196 92	471 286	
8.00 - 8.30														A 18.7 32 1427		2209	652	220	694	228	420	380	95 221	722	263	453	405	75^216	283 155	510 307	
8.30 - 9.00														A 20.4 34 1557		2245	635	198	682	231	408	377	99 218	731	296	467	404	85 215	309 158	523 318	
JEFFERSONS													7 191 194	A 22.2 32 1694		1717	775	291	879	223	396	377	196 416	569	153	284	280	127 237	124 54^	145 106	
1 SUN. 9.36P 30 CBS CS													99 99	B 23.8 36 1816		1774	781	276	868	247	428	394	163 376	605	176	311	284	131 248	147 80	154 120	
2 SUN. 9.43P 30																															
KATE LOVES A MYSTERY													4 198 198	A 14.6 25 1114		1613	793	299	857	332	563	496	87^229	548	169	292	299	90^203	123 81^	85^ 64^	
THU. 10.00P 60 NBC SM													98 98	B 15.5 27 1183		1617	787	290	862	341	566	506	121 235	550	197	335	304	86 175	128 72	77 66	
10.00 - 10.30														A 14.6 25 1114		1628	780	300	848	330	562	485	85^223	552	173	302	309	86^195	124 82^	104^ 70^	
10.30 - 11.00														A 14.6 26 1114		1589	803	297	866	335	564	502	91^239	541	166	281	288	92^209	117 77^	65^ 58^	
LAVERNE AND SHIRLEY													8 203 205	A 21.0 34 1602		1851	677	265	759	283	504	435	100 203	552	206	358	317	87 159	213 128	327 233	
THU. 8.00P 30 ABC CS													99 99	B 20.2 34 1541		1895	677	263	766	301	491	417	108 220	526	212	344	305	69 144	226 137	377 255	
LITTLE HOUSE-PRAIRIE													8 218 217	A 22.9 34 1747		2060	831	209	923	284	463	439	124 390	598	200	326	338	90 208	138 75	401 294	
MON. 8.00P 60 NBC GD													99 99	B 23.8 37 1816		1967	819	253	926	307	482	437	141 371	524	183	284	252	87 197	148 95	369 255	
8.00 - 8.30														A 22.4 34 1709		2047	839	207	927	276	463	436	123 397	585	186	315	327	93 211	132 70^	403 294	
8.30 - 9.00														A 23.3 34 1778		2071	828	211	922	292	466	442	120 383	607	213	335	344	87 205	141 77	401 296	
LOST TREASURE-CONCEPCION(S)													181	A 11.8 20 900		1604	643	309	667	207^	348	356	148^263^	673	180^	395	434	141^198^	111^ 31v	153^ 70^	
2 SAT. 8.00P 60 CBS DO													99	A 11.8 20 900		1629	655	307	676	223^	350	354	140^270	647	193^	382	419	137^189^	137^ 38v	169^ 71^	
8.00 - 8.30														A 11.8 20 900		1568	628	310	654	189^	345	353	155^255^	697	167^	410	453	142^204^	83^ 22v	134^ 67v	
8.30 - 9.00																															
LOU GRANT													7 196 196	A 19.8 33 1511		1491	746	302	809	305	513	466	128 243	522	204	346	310	70^133	122 62^	38^ 26^	
MON. 10.00P 60 CBS GD													99 99	B 18.1 30 1381		1610	748	290	833	321	536	471	98 234	576	243	372	312	76 153	140 71	61 43	
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	WOMEN 18-25-34	55-64	55+	TOTAL	18-34	MEN 18-25-34	55-64	55+													
EVENING CONT'D																																				
LOU GRANT-CONT'D																																				
10.00 - 10.30														A	20.1	32	1534	1482	740	300	800	299	513	465	131	242	506	200	335	304	71^129	128	63^	48^	34^	
10.30 - 11.00														A	19.5	34	1488	1495	752	303	817	311	512	468	125	244	535	208	354	315	69^136	115	60^	28^	19^	
LOVE BOAT																																				
1 SAT. 9.00P 60 ABC CS 9 201 199														A	21.7	37	1656	1737	711	251	794	271	420	386	106	295	490	197	280	243	83	177	198	122	255	196
2 SAT. 8.00P 120														B	21.6	38	1648	1845	754	281	850	313	479	415	120	308	537	203	327	294	79	173	187	119	271	212
8.00 - 8.30														A	20.6	35	1572	1798	697	244	782	268	428	391	95^291	518	203	298	259	87^191	193	114^	305	226		
8.30 - 9.00														A	22.6	38	1724	1776	694	260	785	281	428	373	87^293	497	215	281	249	87^184	203	116^	291	241		
9.00 - 9.30														A	20.9	35	1595	1719	711	255	794	252	398	371	110	308	490	188	272	241	82	182	193	123	242	183
9.30 - 10.00														A	22.6	38	1724	1706	725	246	805	286	435	406	112	283	471	188	275	238	81	163	205	127	225	170
M*A*S*H																																				
MON. 9.00P 30 CBS CS 8 195 194														A	27.2	40	2075	1743	693	274	758	310	470	432	120	232	561	233	359	341	89	157	231	81	193	139
														B	25.7	38	1961	1843	702	283	783	324	501	442	98	219	599	254	398	348	80	157	222	100	239	167
MORK & MINDY																																				
SUN. 8.00P 30 ABC CS 9 206 203														A	22.2	32	1694	2175	663	365	768	411	609	468	59^124	666	387	546	432	55^	90	296	170	445	291	
														B	22.2	35	1694	2246	678	359	771	431	627	483	56	101	696	393	559	447	52	85	303	153	476	332
MORK & MINDY SPECIAL(S)																																				
2 SUN. 8.30P 30 ABC CS 199 99														A	19.9	29	1518	2175	614	386	754	430	596	392	37^119^	689	374	559	431	63^104^	308	140^	424	269		
NBC FRIDAY NIGHT MOVIE(S)																																				
1 FRI. 9.00P 120 NBC FF 204 99														A	13.7	23	1045	1692	814	272	839	274	450	408	212^321	558	130^	239	244	96^277	92^	51^	203^	189^		
9.00 - 9.30														A	12.7	21	969	1570	769	245^	798	237^	396	354	230^338	563	119^	207^229^	93^306	57^	30^	152^	131^			
9.30 - 10.00														A	13.5	22	1030	1614	801	255	814	260	420	384	222^322	542	113^	198^215^	95^294	73^	31^	185^	164^			
10.00 - 10.30														A	14.4	24	1099	1734	841	297	865	297	491	440	201^310	553	137^	262	254	101^255	89^	61^	227	216^		
10.30 - 11.00														A	14.3	25	1091	1801	834	288	861	295	477	439	191^312	568	144^	274	268	97^260	137^	78^	235	235		
NBC MONDAY NIGHT MOVIES																																				
MON. 9.00P 120 NBC FF 6 205 204														A	20.2	32	1541	1712	737	267	849	270	508	469	116	255	629	256	401	330	93	189	156	76^	78^	70
9.00 - 9.30														B	21.1	33	1610	1666	800	301	898	320	530	498	125	275	568	225	353	309	80	171	117	72	83	54
9.30 - 10.00														A	20.7	31	1579	1722	760	266	865	271	505	476	108	272	603	240	374	327	92	190	141	69^	113	87
10.00 - 10.30														A	21.0	32	1602	1709	728	272	841	270	509	477	109	244	630	256	399	333	91	190	158	79	80	73
10.30 - 11.00														A	20.2	32	1541	1724	732	273	845	271	516	470	117	245	650	266	423	338	97	191	167	83	62^	62^
														A	19.0	33	1450	1682	725	253	843	268	502	456	125	254	629	260	407	320	91	182	157	69^	53^	53
NBC MOVIE OF THE WEEK(S)																																				
1 SAT. 9.00P 120 NBC FF 207 99														A	15.6	28	1190	1771	682	251	705	136^	397	407	108^254	870	238	443	455	150^317	140^	52^	56^	44^		
9.00 - 9.30														A	15.8	27	1206	1842	779	302	809	186^	468	447	124^284	796	216	378	415	143^309	149^	61^	88^	53		
9.30 - 10.00														A	15.5	26	1183	1762	677	238	700	125^	384	416	104^259	881	245	449	462	151^329	132^	53^	49^	49		
10.00 - 10.30														A	15.9	29	1213	1752	628	223	651	112^	350	373	107^247	904	247	492	485	147^310	145^	50^	52^	38		
10.30 - 11.00														A	15.1	28	1152	1721	638	237	649	117^	379	394	100^220	895	243	451	461	162^320	143^	45^	34^	34		
NBC NEWS UPDATE-M-F																																				
M/TH/F 8.58P 1 NBC N 30 187 186														A	17.3	27	1320	2013	712	217	787	268	433	396	103	282	614	227	374	338	99	200	174	61	438	297
1 TUE. 8.57P 2														B	17.5	28	1335	1948	693	229	772	258	427	387	115	279	631	238	382	341	99	202	181	78	364	251
2 TUE. 9.10P 1																																				
NBC NEWS UPDATE-SAT.																																				
1 SAT. 8.58P 1 NBC N 6 196 194														A	18.8	32	1434	2098	762	253	860	268	478	419	145	311	673	224	386	403	132	209	219	93	346	232
2 SAT. 9.10P 1														B	19.5	35	1488	2097	728	286	820	281	489	424	109	262	656	228	392	367	107	203	221	97	400	268
NBC NEWS UPDATE-SUN.																																				
SUN. 8.58P 1 NBC N 5 191 192														A	14.9	21	1137	2145	694	253	708	261	450	434	64^161	783	348	530	425	80^176	204	78^	450	280		
														B	17.3	25	1320	1968	702	260	767	285	464	457	102	216	774	321	492	413	110	213	168	52	259	173

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME											T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	WOMEN 18-49			25-54	55-64	55+	TOTAL	18-34	MEN 18-49			25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																																
NBC NIGHTLY NEWS-SAT. SAT. 6.30P 30 NBC N 6 143 141													A 10.3 20 786	1676	749	252	833	208	345	344	169	397	628	183	307	306	91^216	91^	66^	124^	63^	
NBC NIGHTLY NEWS-SUN. 1 SUN. 6.30P 30 NBC N 3 113 62													A 8.0 14 610	1675	827	164^	918	121^	290^	414	114^	470	571	174^	263^	197^	114^	273^	42^	LT	144^	144^
NBC NIGHTLY NEWS M-F 6.30P 30 NBC N 30 206 206													A 13.9 25 1061	1683	752	170	814	188	320	301	168	444	674	155	288	277	127	339	73	36^	122	65
NBC TUE. NIGHT MOVIE 1 TUE. 9.00P 120 NBC FF 5 205 99													A 14.2 24 1083	1678	767	237	811	185^	401	467	117^	287	743	253	413	353	129^	278	37^	22^	87^	68^
9.00 - 9.30													B 17.6 29 1343	1780	695	284	779	313	530	461	89	179	731	315	518	438	88	164	160	63	110	76
9.30 - 10.00													A 13.7 22 1045	1776	767	227^	829	231	469	503	99^	248	711	283	439	341	119^	252	68^	45^	168^	142^
10.00 - 10.30													A 14.1 23 1076	1691	756	217^	801	189^	414	494	110^	262	742	260	416	360	129^	274	52^	38^	96^	79^
10.30 - 11.00													A 14.4 25 1099	1624	756	236	794	162^	362	448	127^	296	744	221	379	354	136^	295	23^	9^	63^	47^
													A 14.7 27 1122	1603	776	264	807	151^	353	420	130^	335	760	247	413	345	133^	287	8^	LT	28^	12^
NEWSBREAK-M-F 1 M/THF 8.58P 1 CBS N 40 168 168													A 14.5 23 1106	1910	692	245	764	250	433	381	120	275	621	203	358	334	97	210	214	106	311	217
1 TUE. 8.57P 2													B 14.6 23 1114	1902	720	266	808	281	460	398	120	289	584	196	333	310	91	200	199	98	311	205
2 MTUTHF 8.58P 1																																
2 WED. 8.57P 2																																
NEWSBREAK-SAT. 1 SAT. 8.52P 1 CBS N 8 165 162													A 13.0 22 992	1958	616	307	669	280	431	399	108^	184	686	259	466	399	102^	159	134	81^	469	242
													B 10.5 19 801	1939	615	296	739	281	437	369	135	242	687	239	446	386	116	186	186	103	327	205
2 SAT. 8.58P 1																																
NEWSBREAK-SUN. 1 SUN. 9.04P 1 CBS N 8 169 170													A 22.8 32 1740	1789	775	291	882	233	401	412	173	397	575	170	312	290	116	222	127	63^	205	144
2 SUN. 9.11P 1													B 23.0 34 1755	1830	776	286	870	262	443	410	147	363	606	178	322	295	115	240	157	88	197	144
NFL MONDAY NIGHT FOOTBALL 1 MON. 9.00P 168 ABC SE 9 199 199													A 19.2 32 1465	1558	422	183	457	159	273	268	64^	150	925	356	593	563	142	249	100	30^	76^	60^
2 MON. 9.00P 167													B 18.7 32 1427	1611	434	178	465	164	280	264	68	146	936	356	602	544	154	270	124	28	86	69
9.00 - 9.30													A 17.5 26 1335	1706	466	215	521	176	302	279	82^	185	911	353	593	556	137	253	123	48^	151	104
9.30 - 10.00													A 20.5 30 1564	1600	447	204	490	175	298	264	70^	160	919	335	568	540	148	264	99	37^	92	64^
10.00 - 10.30													A 22.1 34 1686	1560	419	185	451	152	261	269	64^	154	913	356	574	548	145	254	128	36^	68^	53^
10.30 - 11.00													A 19.7 32 1503	1500	392	177	428	147	254	265	54^	140	902	354	578	550	135	245	118	30^	52^	52^
11.00 - 11.30													A 17.7 34 1351	1459	388	154	409	148	254	257	55^	121	955	387	635	591	135	229	55^	12^	40^	40^
ONE DAY AT A TIME 1 SUN. 8.36P 30 CBS CS 7 191 194													A 24.5 35 1869	1747	756	271	868	201	349	360	194	433	584	157	283	277	140	256	123	60^	172	118
2 SUN. 8.43P 30													B 24.6 37 1877	1858	772	282	864	247	420	395	155	376	625	179	324	305	126	251	160	88	209	150
QUINCY, M.E. THU. 9.00P 60 NBC OP 6 206 206													A 19.9 31 1518	1869	742	286	845	365	608	469	82	198	618	233	394	385	69^	162	165	90	241	181
9.00 - 9.30													B 20.4 32 1557	1817	748	286	856	371	607	499	93	204	596	251	409	369	71	144	164	86	201	158
9.30 - 10.00													A 19.3 30 1473	1907	729	282	835	366	608	469	79^	187	607	231	391	381	69^	157	176	94	289	205
													A 20.5 32 1564	1822	751	290	849	363	605	470	82	206	626	235	395	387	71^	167	154	88	193	158
RACE-YOUR LIFE, C.BROWN(S) 1 SAT. 8.00P 90 CBS EA 185													A 17.3 30 1320	2289	626	253	689	309	478	457	74^	140^	760	346	582	474	78^	121^	190	108^	650	377
8.00 - 8.30													A 16.5 29 1259	2259	613	234	671	301	459	439	74^	144^	732	325	542	449	95^	127^	215	120^	641	350
8.30 - 9.00													A 17.6 30 1343	2235	601	286	668	310	458	438	65^	137^	737	344	550	447	87^	129^	191	106^	639	350
9.00 - 9.30													A 17.8 30 1358	2372	660	238	722	314	513	493	78^	138^	812	366	655	521	55^	110^	170^	102^	668	426

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																	
RAGGEDY ANN & ANDY-PMPKIN(S)						188		A	14.6	24	1114	1838	492	206^	616	300	399	341	58^	154^	483	206^	302	299	68^	110^	138^	72^	601	345			
1 WED. 8.30P 30 CBS EA						99																											
REAL PEOPLE						8	206	208	A	20.0	32	1526	1864	766	296	837	233	418	399	153	335	680	207	352	356	146	263	176	43^	171	134		
WED. 8.00P 60 NBC U						98	99		B	18.9	30	1442	1934	734	286	808	257	447	414	128	284	677	257	416	375	112	203	196	72	253	183		
8.00 - 8.30									A	19.6	32	1495	1867	759	296	834	225	407	390	159	342	689	211	351	355	153	272	180	42^	164	125		
8.30 - 9.00									A	20.3	32	1549	1866	772	296	840	241	428	407	147	330	675	205	358	359	136	253	172	45^	179	143		
ROCKFORD FILES						5	212		A	14.3	24	1091	1435	681	294	752	191^	338	364	152^	330	619	159^	276	330	145^	244	19^	LT	45^	31^		
2 FRI. 9.00P 60 NBC PD						99			B	17.0	29	1297	1705	769	297	856	259	432	430	159	334	610	191	337	341	105	205	103	48	136	88		
9.00 - 9.30									A	14.1	24	1076	1428	662	291	732	178^	325	353	153^	326	617	160^	276	324	149^	250	22^	LT	57^	37^		
9.30 - 10.00									A	14.5	24	1106	1431	698	296	770	202^	348	373	152^	336	615	156^	275	333	142^	236	12^	LT	34^	25^		
ROPER'S						8	197		A	13.8	24	1053	1731	788	256	847	187^	326	305	195^	436	585	113^	198^	203^	168^	339	114^	104^	185^	126^		
1 SAT. 8.00P 30 ABC CS						98			B	14.4	28	1099	1940	748	213	839	251	388	330	153	377	634	192	351	324	126	244	155	99	312	225		
SALVAGE I						2	181	188	A	12.4	19	946	2304	717	289	853	332	556	440	104^	254	834	396	615	477	90^	189	235	120^	382	271		
SUN. 7.00 - 7.30						97	97		B	12.4	19	946	2304	717	289	853	332	556	440	104	254	834	396	615	477	90	189	235	120	382	271		
7.30 - 8.00									A	11.5	18	877	2296	726	269	856	310	528	425	120^	287	856	394	606	459	101^	225	231	104^	353	257		
									A	13.2	20	1007	2316	706	305	847	352	579	454	90^	222	813	396	623	489	83^	160	247	135	409	287		
SHERIFF LOBO						6	201		A	19.1	30	1457	1853	583	189	656	236	378	310	78^	244	708	224	382	323	129^	270	180	65^	309	194		
2 TUE. 8.00P 120 NBC A						99			B	18.8	30	1434	1960	673	213	757	257	418	378	108	265	705	231	398	366	124	241	155	53	343	227		
8.00 - 8.30									A	18.2	29	1389	1920	561	172^	639	196	343	268	73^	273	732	212	356	305	136^	317	156^	68^	393	247		
8.30 - 9.00									A	19.7	31	1503	1865	552	193	643	221	354	287	79^	254	684	211	360	312	134^	264	193	70^	345	207		
9.00 - 9.30									A	19.2	30	1465	1838	589	198	649	256	388	322	77^	222	710	232	403	338	123^	256	184	57^	295	196		
9.30 - 10.00									A	19.3	30	1473	1785	627	193	689	264	423	357	77^	227	705	239	407	330	125^	246	186	65^	205	130^		
SHIRLEY						3	185	191	A	13.3	22	1015	1811	775	244	880	223	446	384	145	382	549	118^	249	226	107^	277	98^	51^	284	206		
FRI. 8.00P 60 NBC GD						93	96		B	14.6	25	1114	1775	753	264	871	211	417	389	170	397	545	124	252	237	107	258	81	52	278	189		
8.00 - 8.30									A	13.0	22	992	1869	806	250	897	226	458	388	152	393	563	122^	253	234	110^	282	103^	53^	306	213		
8.30 - 9.00									A	13.5	22	1030	1760	749	237	869	222	435	379	139	376	537	115^	245	222	102^	271	92^	48^	262	200		
60 MINUTES						9	203	202	A	29.7	45	2266	1728	737	301	817	214	346	359	152	382	716	230	375	368	135	277	92	42^	103	65		
1 SUN. 7.06P 60 CBS DN						99	99		B	26.8	45	2045	1775	744	291	814	218	369	382	140	360	762	229	391	387	138	300	111	47	88	63		
2 SUN. 7.13P 60									A	27.4	44	2091	1636	716	249	787	184	321	351	128	373	685	203	347	371	147	278	76^	36^	88^	55^		
7.00 - 7.30									A	30.1	45	2297	1699	730	308	814	221	352	357	155	379	705	233	372	361	134	271	90	41^	90	56		
7.30 - 8.00																																	
SOAP						7	194	195	A	19.9	31	1518	1733	683	302	755	348	544	474	84	158	603	295	426	366	83	135	216	117	159	124		
THU. 9.30P 30 ABC CS						99	99		B	20.8	33	1587	1764	695	305	764	364	544	465	85	166	611	300	431	374	74	141	217	113	172	125		
TAXI						8	203	203	A	23.8	38	1816	1735	729	297	808	359	543	443	97	218	574	264	366	316	97	166	209	103	144	102		
TUE. 9.30P 30 ABC CS						99	99		B	22.4	36	1709	1790	725	302	820	356	539	450	98	218	592	263	374	317	95	172	212	113	166	121		
THREE'S COMPANY						8	205	206	A	26.7	42	2037	1762	724	293	797	305	496	419	120	242	537	213	311	284	102	171	210	104	218	169		
TUE. 9.00P 30 ABC CS						99	99		B	25.9	40	1976	1892	730	291	821	338	516	430	107	242	574	237	348	299	96	178	233	122	264	198		
TRAPPER JOHN, M.D.						6	196		A	19.3	31	1473	1832	750	358	890	295	470	396	181	370	641	255	388	325	99^	192	197	65^	104^	76^		
2 SUN. 10.13P 60 CBS GD						99			B	21.2	37	1618	1773	796	306	886	283	482	434	147	342	639	222	357	319	123	224	153	70	95	72		
10.30 - 11.00									A	18.9	30	1442	1817	750	367	894	298	469	389	182	378	619	247	367	318	94^	185	197	64^	107^	76^		
20/20						7	194	197	A	18.8	32	1434	1501	686	251	744	298	484	453	90	192	596	284	428	393	81^	123	121	55^	40^	30^		
THU. 10.00P 60 ABC DN						99	99		B	18.8	32	1434	1632	722	272	782	340	535	487	98	186	646	292	452	407	77	148	134	64	70	50		
10.00 - 10.30									A	19.3	32	1473	1510	672	255	728	294	488	454	83^	174	604	293	435	393	80^	121	126	61^	52^	40^		
10.30 - 11.00									A	18.3	33	1396	1485	700	245	760	301	481	451	99	212	582	272	416	391	80^	123	115	48^	28^	19^		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL M-11				
EVENING CONT'D																																	
240-ROBERT MON.						8	178	188	A 15.7	24	1198	1896	619	243	686	244	421	400	83^189	656	258	417	366	104	189	213	67^	341	208				
8.00P - 8.30									B 15.3	24	1167	1959	655	255	748	286	470	419	93	202	674	259	420	372	102	194	210	77	327	215			
8.30 - 9.00									A 15.4	23	1175	1900	637	241	699	243	429	412	82^190	633	249	395	336	103^194	217	67^	351	199					
8.30 - 9.00									A 16.0	24	1221	1881	598	239	668	243	410	387	85^188	675	265	438	393	103	182	207	66^	331	214				
TWO WORLDS-JENNIE LOGAN(S)									A 16.4	28	1251	1590	778	333	868	363	592	547	105^203	517	189^	318	325	49^149^	91^	56^	114^	104^					
1 WED. 9.00P - 9.30									A 15.6	25	1190	1649	744	358	836	370	569	540	96^188^	541	203	361	377	38^132^	91^	43^	181^	150^					
9.30 - 10.00									A 16.4	27	1251	1586	784	355	893	396	623	571	97^197	499	185^	303	317	41^152^	80^	61^	114^	107^					
10.00 - 10.30									A 16.8	29	1282	1580	799	332	885	367	613	555	107^202	507	191	301	301	56^153^	86^	51^	102^	102^					
10.30 - 11.00									A 16.8	31	1282	1537	781	287	851	318	553	523	118^224	510	175^	304	298	62^157^	109^	70^	67^	67^					
VEGA\$ 1 WED. 10.00P - 10.30						5	199		A 18.7	34	1427	1975	758	398	912	319	511	454	107^275	851	431	539	338	138^254	137^	76^	75^	29^					
10.30 - 11.00									B 20.4	35	1557	1744	724	325	832	333	523	452	110	232	677	298	420	330	99	197	152	70	83	52			
10.30 - 11.00									A 19.0	33	1450	2015	769	407	927	347	544	471	105^266	844	427	536	345	131^246	156^	85^	88^	38^					
10.30 - 11.00									A 18.5	35	1412	1916	744	385	891	289	471	437	105^282	851	431	535	330	141^260	115^	66^	59^	21^					
WALTONS THU. 8.00P - 8.30						8	197	196	A 19.2	30	1465	1746	793	214	887	199	334	339	180	461	546	96	209	218	124	295	90	51^	223	137			
8.30 - 9.00									B 17.8	29	1358	1753	829	223	919	216	363	359	181	465	545	133	224	212	125	281	95	51	194	115			
8.30 - 9.00									A 18.4	30	1404	1729	783	211	871	188	313	325	182	463	532	85^	195	204	126	299	91	49^	235	140			
8.30 - 9.00									A 20.1	31	1534	1744	794	214	893	208	349	347	174	455	552	101	218	229	120	287	88	51^	211	132			
WHITE SHADOW MON. 8.00P - 8.30						7	189	192	A 20.2	30	1541	1986	653	331	740	284	488	437	113	210	570	225	370	343	82	155	293	142	383	272			
8.30 - 9.00									B 17.3	27	1320	1982	657	314	734	280	478	419	93	206	611	250	412	355	79	151	297	131	340	249			
8.00 - 8.30									A 19.5	29	1488	1962	657	316	738	280	482	434	113	212	531	200	391	324	82	151	287	140	300	200			
8.30 - 9.00									A 20.8	31	1587	2009	650	345	741	285	492	440	112	206	587	241	392	364	82	153	300	143	381	279			
WITCH'S NIGHT OUT(S) 1 TUE. 8.30P - 9.00						201	98		A 19.1	30	1457	2393	597	135^	653	278	457	440	38^136^	496	223	381	318	60^103^	278	120^	966	631					
WKRP IN CINCINNATI MON. 9.30P - 9.00						6	196	195	A 23.8	36	1816	1674	717	314	780	324	508	457	127	223	531	238	367	340	72	127	233	93	130	87			
9.30P - 9.00									B 22.7	34	1732	1769	695	311	771	330	511	447	96	202	592	265	407	352	74	143	231	107	175	123			
LATE FRINGE ABC SPECIAL REPORT(S) 2 THU. 11.30P - 12.00						183	97		A 9.2	29	702	1323	649	161^	707	289^	482	435	58^143^	575	266^	358	344	58^128^	16^	16^	25^	LT					
11.30 - 12.00									A 9.7	29	740	1374	667	171^	724	298^	497	448	55^143^	591	273^	370	360	54^135^	24^	24^	35^	LT					
ABC WEEKEND REPORT-SAT. 1 SAT. 11.00P - 1.00A						6	154	158	A 7.4	15	565	1483	670	285	744	277	437	362	82^224	555	252	353	221	94^175^	96^	23^	88^	88^					
1.00 - 1.30									B 7.6	16	580	1619	650	244	772	333	502	431	78	199	609	226	398	350	81	159	103	41	135	114			
ABC WEEKEND REPORT-SUN. 1 SUN. 11.15P - 1.00A						6	154	156	A 9.0	19	687	1520	633	273	680	291	473	467	56^135^	613	280	412	445	91^139^	155^105^	72^	72^						
1.00 - 1.30									B 6.6	16	504	1516	601	263	675	299	482	452	47	108	667	299	461	414	121	154	118	73	56	51			
BARETTA-WED. 1 WED. 12.37A - 1.00A						5	168	172	A 4.1	26	313	1262	706	344^	843	325^	600	559	38^128^	316^	60^	198^198^	93^118^	93^	74^	LT	LT						
1.00 - 1.30									B 3.5	26	267	945	526	199	608	245	437	382	29	89	278	81	203	166	52	71	52	37	LT	LT			
1.00 - 1.30									A 4.5	26	343	1472	780	454	952	369	696	655	48^140^	395	94^	261^261^	84^134^	111^111^	14^	14^							
1.00 - 1.30									A 3.7	27	282	1025	632	231^	721	267^	490	458	28^114^	230^	28^	131^131^	99^	99^	74^	35^	LT	LT					
BARETTA-THU. 1 THU. 12.37A - 1.22A						4	164	169	A 3.1	21	237	671	358^194^	363^232^	262^296^	34^	46^	308^143^	211^169^	LT	67^	LT	LT	LT	LT	LT	LT	LT					
1.22A - 1.30A									B 3.1	21	237	936	475	246	532	302	353	311	102	115	383	93	243	239	50	106	21	LT	LT	LT			
CONT'D																																	

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN 18-25			55-64	55+	TOTAL	18-34	MEN 18-25			55-64	55+	TOTAL FEM.	TOTAL 6-11								
LATE FRINGE CONT'D														A	3.8	20	290	1138	694	328	694	427	524	528	47	90	444	202	302	260	LT	103	LT	LT	LT	LT	
BARETTA-THU.-CONT'D														A	3.4	23	259	1089	513	317	513	351	351	456	57	57	576	270	402	306	LT	119	LT	LT	LT	LT	
12.30 - 1.00														A	2.6	21	198	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
1.00 - 1.30														A	7.4	25	565	1384	676	313	757	324	451	538	72	150	574	172	331	349	104	163	53	16	LT	LT	
1.30 - 2.00														B	6.9	23	526	1307	604	263	688	279	420	454	85	150	574	184	375	359	90	146	39	17	LT	LT	
BARNEY MILLER-11.30														A	7.6	25	580	1405	688	305	766	325	458	544	73	154	591	177	344	352	107	170	48	10	LT	LT	
1 TUE. 11.30P														A	9.1	28	694	1523	629	215	655	230	347	341	184	244	683	160	300	355	242	279	131	54	54	21	
2 TUE. 11.30P																																					
11.30 - 12.00																																					
CBS NEWS SPECIAL REPORT(S)														A	9.1	28	694	1523	629	215	655	230	347	341	184	244	683	160	300	355	242	279	131	54	54	21	
2 WED. 11.30P																																					
CBS SUNDAY NEWS-BRADLEY														A	7.0	14	534	1521	666	161	744	130	279	297	205	394	632	156	268	309	152	263	123	17	22	LT	
1 SUN. 11.06P														B	7.4	17	565	1594	762	273	823	212	419	396	209	350	601	177	309	295	129	231	102	26	68	55	
2 SUN. 11.13P																																					
CHARLIE'S ANGELS-11.30														A	8.1	24	618	1665	691	228	786	330	559	521	58	120	563	228	458	353	40	77	265	197	51	51	
1 FRI. 11.30P														B	7.1	24	542	1518	683	328	762	363	568	463	59	106	524	226	405	319	59	88	160	108	72	72	
2 FRI. 11.30P																																					
11.30 - 12.00														A	8.4	22	641	1621	688	216	783	355	553	509	67	123	520	156	405	389	34	79	250	185	68	68	
12.00 - 12.30														A	8.1	26	618	1730	693	243	801	318	567	523	57	128	626	297	514	327	54	88	267	191	36	36	
12.30 - 1.00																																					
LATE MOVIE I														A	6.4	24	488	1488	664	286	738	297	520	455	90	169	599	202	386	359	108	160	117	62	34	34	
1 M & F 11.30P														B	6.5	24	496	1387	654	251	724	264	494	452	86	165	541	185	342	308	92	151	93	46	29	24	
1 TUE. 11.30P																																					
1 WED. 11.30P																																					
1 THU. 11.30P																																					
2 M & TU 11.30P																																					
2 WED. 12.03A																																					
2 THU. 11.30P																																					
2 FRI. 11.30P																																					
11.30 - 12.00														A	7.2	22	549	1479	670	309	739	279	497	447	105	183	598	183	371	359	103	172	106	60	36	36	
12.00 - 12.30														A	6.3	25	481	1476	650	269	717	289	518	441	86	158	610	211	397	372	106	157	116	54	33	33	
12.30 - 1.00														A	4.9	25	374	1340	530	305	802	452	621	589	LT	141	439	241	241	166	198	198	99	LT	LT	LT	LT
LATE MOVIE II														A	4.2	26	320	1434	594	277	663	287	512	469	66	103	571	221	428	347	98	109	146	112	54	54	
1 MON. 12.42A														B	4.6	29	351	1315	604	234	670	258	478	447	64	119	514	201	358	305	87	118	110	73	21	21	
1 TUE. 12.43A																																					
1 WED. 12.40A																																					
1 THU. 12.45A																																					
1 FRI. 12.42A																																					
2 MON. 12.43A																																					
2 TUE. 12.43A																																					
2 WED. 1.13A																																					
2 THU. 12.45A																																					
2 FRI. 12.42A																																					
12.30 - 1.00														A	3.9	24	298	1456	553	242	587	399	466	399	74	74	776	168	471	458	115	256	93	LT	LT	LT	LT
1.00 - 1.30														A	4.1	26	313	1540	616	290	690	303	546	493	63	102	615	247	484	395	100	104	162	141	73	73	
1.30 - 2.00														A	3.7	32	282	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
LOVE BOAT-11.30														A	7.1	27	542	1496	669	274	813	335	555	499	66	157	469	175	325	305	77	125	155	131	59	59	
1 WED. 11.30P														B	5.9	26	450	1264	576	220	670	273	430	418	58	134	450	176	323	271	62	112	102	71	42	29	
CONT'D																																					

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0.000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.														
LATE FRINGE CONT'D																		A	7.4	24	565	1481	620	211	758	311	492	451	57	157	502	194	342	321	76	132	149	122	72	72		
LOVE BOAT-11.30-CONT'D																		A	7.1	30	542	1515	706	317	856	355	597	533	84	162	449	171	311	291	76	119	161	138	49	49		
2 WED. 11.30P 68																																										
11.30 - 12.00																																										
12.00 - 12.30																																										
MIDNIGHT SPECIAL																		A	4.0	26	305	1423	490	256	516	188	362	363	106	106	508	163	337	256	111	154	360	84	39	39		
FRI. 1.00A 90 NBC PC 98 99																		B	3.7	25	282	1331	589	272	623	324	488	387	76	93	491	269	390	226	67	87	199	52	18	18		
1.00 - 1.30																		A	4.8	25	366	1456	477	272	524	197	363	343	115	115	515	172	357	309	100	138	356	82	61	61		
1.30 - 2.00																		A	3.7	24	282	1408	521	270	539	177	393	397	103	103	493	138	331	242	117	141	354	71	22	22		
2.00 - 2.30																		A	3.3	26	252	1456	520	222	520	195	345	385	108	108	524	182	325	194	124	199	380	107	32	32		
NBC LATE NIGHT MOVIE																		A	2.7	13	206	913	267	53	296	34	136	146	141	150	549	88	370	335	77	170	68	68	LT	LT		
1 SUN. 11.30P 116 NBC FF 62 60																		B	2.6	13	198	954	323	67	369	110	219	208	73	114	447	151	348	295	52	89	118	46	LT	LT		
2 SUN. 12.00M 97																																										
11.30 - 12.00																		A	3.4	11	259	1004	359	105	359	81	116	162	159	197	645	127	386	429	162	216	LT	LT	LT	LT		
12.00 - 12.30																		A	3.1	13	237	827	195	38	228	29	72	72	156	156	527	88	363	304	75	164	72	72	LT	LT		
12.30 - 1.00																		A	2.6	14	198	904	267	30	297	25	166	166	131	131	536	76	369	322	82	167	71	71	LT	LT		
1.00 - 1.30																		A	2.2	15	168	940	263	48	310	17	191	191	119	119	541	65	381	327	29	160	89	89	LT	LT		
POLICE WOMAN																		A	5.2	22	397	1169	651	195	688	317	504	403	35	116	444	170	240	246	64	132	37	33	LT	LT		
1 THU. 11.30P 67 ABC OP 93 97																		B	5.1	22	389	1266	632	230	697	278	488	414	70	150	495	162	315	297	88	131	61	28	13	13		
2 THU. 12.15A 67																																										
11.30 - 12.00																		A	5.8	19	443	1372	828	392	828	341	573	601	46	148	524	246	341	296	22	90	20	LT	LT	LT	LT	
12.00 - 12.30																		A	4.6	19	351	1239	652	288	652	334	402	447	69	154	422	208	302	244	26	89	165	165	LT	LT	LT	LT
12.30 - 1.00																		A	5.1	24	389	974	538	21	597	249	452	255	15	93	377	128	128	215	88	162	LT	LT	LT	LT		
1.00 - 1.30																		A	4.8	28	366	872	500	11	601	339	539	200	17	62	271	128	128	215	117	191	LT	LT	LT	LT		
SATURDAY NIGHT																		A	14.6	41	1114	1639	565	314	644	352	557	442	41	61	654	429	557	423	43	56	281	135	60	49		
SAT. 11.30P 78 NBC GV 99 99																		B	14.6	42	1114	1724	570	297	648	364	545	423	41	70	683	445	583	417	38	64	316	135	77	65		
11.30 - 12.00																		A	16.0	40	1221	1655	599	297	662	337	552	452	59	86	660	402	536	426	53	79	259	115	74	62		
12.00 - 12.30																		A	14.4	42	1099	1625	560	314	642	359	567	448	33	49	647	436	566	435	38	41	283	148	53	42		
TOMORROW SHOW																		A	3.0	23	229	1157	703	279	742	223	397	406	96	231	410	165	296	258	52	83	LT	LT	LT	LT		
1 MON. 1.00A 46 NBC CC 98 98																		B	2.8	21	214	1127	596	211	643	170	331	351	112	226	440	160	326	270	62	90	39	LT	LT	LT	LT	
1 TUE. 1.00A 45																																										
1 WED. 1.00A 49																																										
1 THU. 1.00A 47																																										
2 M & TU 1.00A 49																																										
2 W & TH 1.00A 45																																										
1.00 - 1.30																		A	3.3	24	252	1171	682	269	730	218	373	385	100	238	441	199	322	274	47	91	LT	LT	LT	LT		
TONIGHT SHOW																		A	7.6	28	580	1310	700	241	754	245	420	393	115	257	478	205	309	273	79	135	69	29	9	9		
1 MON. 11.30P 77 NBC GV 99 99																		B	7.1	26	542	1335	689	240	751	252	416	384	121	255	495	206	329	286	75	129	77	34	12	12		
1 TU&TH 11.30P 79																																										
1 WED. 11.30P 75																																										
FRI. 11.30P 81																																										
2 MON. 11.30P 75																																										
2 TUE. 11.30P 76																																										
2 WED. 11.30P 78																																										
2 THU. 11.30P 80																																										
11.30 - 12.00																		A	8.9	27	679	1351	703	239	757	240	415	392	125	263	514	214	326	300	83	144	64	23	16	14		
12.00 - 12.30																		A	7.2	29	549	1304	719	257	772	256	436	407	113	256	467	197	302	269	79	133	62	30	LT	LT		
12.30 - 1.00																		A	7.3	31	557	1406	697	186	767	306	444	392	110	242	463	208	307	273	77	141	167	53	9	9		

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11		
LATE FRINGE CONT'D																																	
TUESDAY MOVIE OF THE WEEK 6 177 176																																	
1 TUE. 12.04A 113 ABC FF 95 94																																	
2 TUE. 12.05A 114																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
WEEKDAY DAYTIME																																	
ABC DAYTIME NEWSBRIEF-M-F 19 170 171																																	
1 MTUF 1.57P 2 ABC N 93 93																																	
2 M-WTHF 1.57P 2																																	
ALL MY CHILDREN 30 190 191																																	
M-F 1.00P 60 ABC DD 98 98																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
ALL STAR BEAT THE CLOCK 28 150 150																																	
1 MTUW-F 10.00A 30 CBS QG 86 86																																	
2 M-F 10.00A 30																																	
ANOTHER WORLD 27 204 204																																	
M-F 2.30P 90 NBC DD 98 98																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
AS THE WORLD TURNS 30 191 191																																	
M-F 1.30P 60 CBS DD 99 99																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
CAPTAIN KANGAROO 30 180 179																																	
M-F 8.00A 60 CBS C 98 97																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
CARD SHARKS 30 137 137																																	
M-F 10.00A 30 NBC QG 82 82																																	
CBS LATE MORNING NEWS 30 148 146																																	
M-F 10.54A 6 CBS N 88 88																																	
CELEBRITY WHEW 28 158 158																																	
1 MTUW-F 10.30A 24 CBS QG 91 91																																	
2 M-F 10.30A 24																																	
DAYS OF OUR LIVES 29 210 210																																	
M-F 1.00P 60 NBC DD 99 99																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
DOCTORS 30 202 202																																	
M-F 2.00P 30 NBC DD 97 97																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (000)	TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
																TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64
WEEKEND DAYTIME CONT'D																																
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA 99 99															A 11.8 42 900	1576	239	126^	291 162	247 199	31^ 39^	179 97^	119^101^	19^ 41^	241 119^	865 431						
															B 10.0 38 763	1678	262	138	337 194	268 193	28 57	265 141	190 141	22 42	234 105	842 479						
CASPER AND THE ANGELS SAT. 8.30A 30 NBC CA 98 98															A 4.9 24 374	1757	187^	32^	213^160^	192^125^	21^ 21^	225^ 55^	136^159^	66^ 66^	200^ 16^	1119 632						
															B 4.6 24 351	1744	262	91	302 180	224 194	22 59	166 58	114 116	24 31	143 28	1133 657						
CBS NFL FOOTBALL PRE GAME SUN. 12.30P 30 CBS SC 99 95															A 8.0 28 610	1518	352	147^	424 132^	213 203	102^157^	825 305	520 487	180^221	178^ 43^	91^ 63^						
															B 7.3 28 557	1538	339	154	396 131	219 202	64 137	817 346	534 459	129 217	206 51	119 98						
CBS NFL FOOTBALL GAME 1 1 SUN. 1.00P 163 CBS SE 99 99															A 17.2 44 1312	1607	380	192	450 173	271 240	77^135	905 329	586 546	180 259	150 28^	102 72^						
															B 15.7 44 1198	1598	362	172	410 150	254 222	72 124	911 360	586 519	153 259	169 36	108 81						
1.00 - 1.30															A 14.3 42 1091	1661	380	198	456 187	287 227	78^136	922 361	603 545	194 267	172 34^	111^ 73^						
1.30 - 2.00															A 17.0 47 1297	1625	375	189	455 182	280 224	77^143	910 320	591 559	193 265	147 26^	113 73^						
2.00 - 2.30															A 17.9 46 1366	1574	385	175	455 175	271 233	84^147	875 319	569 509	181 255	144 29^	100 72^						
2.30 - 3.00															A 18.0 44 1373	1569	389	197	458 184	278 253	81^125	873 319	564 535	172 248	140 24^	98 72^						
3.00 - 3.30															A 18.1 43 1381	1629	384	196	445 163	256 253	72^132	929 323	595 572	171 264	145 28^	110 79^						
3.30 - 4.00															A 17.4 38 1328	1610	374	228	425 119^	248 259	71^128^	957 352	607 549	165^276	162^ 17^	66^ 51^						
CBS NFL FOOTBALL GAME 2 1 SUN. 4.00P 168 CBS SE 87															A 13.3 28 1015	1507	445	122^	468 137^	239 233^	58^184^	890 256	541 525	155^292	86^ 34^	63^ 49^						
															B 12.1 27 923	1571	431	146	461 137	253 239	60 181	901 339	581 539	122 249	129 30	80 59						
4.00 - 4.30															A 9.6 23 732	1602	505	119^	505 181^	318^254^	72^167^	957 250^	553 594	177^313^	91^ 37^	49^ 33^						
4.30 - 5.00															A 12.0 27 916	1481	428	79^	428 169^	277 207^	52^135^	938 294	559 555	159^310	55^ 20^	60^ 41^						
5.00 - 5.30															A 13.1 28 1000	1435	413	94^	413 129^	221^220^	43^156^	932 260	548 513	180^330	55^ 19^	35^ 35^						
5.30 - 6.00															A 14.4 29 1099	1387	372	115^	397 101^	180^205^	38^167^	864 253	531 487	146^293	88^ 31^	38^ 38^						
6.00 - 6.30															A 15.0 28 1145	1543	436	143^	486 116^	212 225	55^211	877 261	562 514	129^270	93^ 42^	87^ 66^						
CBS NFL FOOTBALL POST 1 SUN. 3.43P 17 CBS SC 37															A 5.4 13 412	1925	493^269^	558^235^	327^248^	68^183^	1049 366^	716 614	227^273^	193^ 66^	125^ 77^							
															B 5.2 13 397	1627	404	234	444 193	285 224	59 129	862 322	587 491	127 239	240 56	81 65						
CBS NFL FOOTBALL POST 2 1 SUN. 6.48P 11 CBS SC 53															A 9.9 18 755	1709	531	174^	609 134^	305^312^	94^228^	810 188^	564 564	135^212^	157^ 60^	133^ 88^						
															B 9.9 18 755	1709	531	174	609 134	305 312	94 228	810 188	564 564	135 212	157 60	133 88						
CBS SPORTS SPECTACULAR SAT. 4.30P 90 CBS SA 88 87															A 10.1 24 771	1629	494	204	548 237	349 297	65^153^	682 254	405 419	81^190	243 75^	156^ 144^						
															B 7.1 19 542	1598	541	216	601 229	371 313	69 179	632 235	366 347	67 200	198 53	167 119						
4.30 - 5.00															A 7.8 20 595	1745	549	212	559 224	344 281	70^164^	688 243	407 422	65^191^	314 117^	184^ 158^						
5.00 - 5.30															A 10.2 25 778	1604	501	198	573 256	369 324	72^157	661 245	401 406	87^183	236 69^	134^ 134^						
5.30 - 6.00															A 12.3 28 938	1575	453	202	520 226	331 283	60^145	695 268	406 429	88^197	205 52^	155 144						
COLLEGE FOOTBALL '79 SUN. 12.30P 30 ABC SA 93 93															A 3.1 11 237	1253	469^118^	481^203^	303^181^	89^148^	489^ 88^	257^296^	89^164^	152^ 63^	131^ 63^							
															B 2.9 10 221	1244	373	142	408 140	198 143	90 175	608 227	367 341	93 205	98 35	130 99						
DEAR ALEX & ANNIE-11.56AM SAT. 11.56A 3 ABC CN 93 94															A 5.5 22 420	1521	260^105^	350 198^	243^126^	84^ 84^	160^ 82^	105^ 82^	41^ 55^	289^107^	722 542							
															B 5.2 23 397	1645	303	120	372 194	271 148	26 82	255 115	167 118	35 65	259 109	759 462						
DEAR ALEX & ANNIE-11.26AM SUN. 11.26A 3 ABC CN 83 83															A 3.3 14 252	1496	309^ 60^	425^187^	278^151^	36^111^	250^ 89^	199^163^	44^ 51^	205^107^	616 330^							
															B 3.5 15 267	1502	292	79	373 206	255 169	26 91	320 177	260 178	33 55	168 68	641 422						
FACE THE NATION SUN. 11.30A 30 CBS CC 92 93															A 4.1 16 313	1230	524	204^	537 89^	153^142^	158^370^	550 188^	324^218^	76^210^	60^ 17	83^ 29^						
															B 3.5 14 267	1294	504	154	525 85	147 151	84 337	569 158	305 246	92 246	89 29	111 55						
FAMOUS CLASSIC TALES(S) 2 SUN. 4.27P 33 CBS CA 106 71															A 3.7 8 282	1986	449^110^	574^334^	467^284^	85^103^	483^139^	235^270^	85^135^	308^ 64^	621^ 554^							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 29, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,110 19.8					26,020 34.1							
	ABC TV					240-ROBERT (OP)				NFL MONDAY NIGHT FOOTBALL SEATTLE VS. ATLANTA (9:00-11:48PM)(+OP)								
	AVERAGE AUDIENCE (Households (000) & %)					12,210 16.0	15.6*	16.3*	13,960 18.3	16.6*	19.2*	21.2*	18.7*					
	SHARE OF AUDIENCE %					24	24 *	25 *	31	25 *	29 *	33 *	31 *					
	AVG. AUD. BY 1/4 HR. %					15.5	15.7	16.4	16.3	16.2	17.1	18.6	19.8	21.8	20.7	19.1	18.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,400 21.5					23,270 30.5	20,220 26.5	19,910 26.1					
	CBS TV					WHITE SHADOW (OP)				M*A*S*H WKRP IN CINCINNATI				LOU GRANT				
	AVERAGE AUDIENCE (Households (000) & %)					12,820 16.8	16.5*	17.0*	20,910 27.4	18,540 24.3	15,720 20.6	20.9*	20.2*					
	SHARE OF AUDIENCE %					25	25 *	25 *	41	37	35	34 *	36 *					
	AVG. AUD. BY 1/4 HR. %					16.4	16.6	16.5	17.6	26.8	27.9	24.5	24.1	21.1	20.7	20.3	20.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,510 29.5					20,750 27.2							
	NBC TV					LITTLE HOUSE-PRAIRIE (OP)				NBC MONDAY NIGHT MOVIES FREEDOM ROAD, PART 1								
	AVERAGE AUDIENCE (Households (000) & %)					18,920 24.8	24.7*	25.0*	14,570 19.1	19.7*	19.9*	19.2*	17.6*					
	SHARE OF AUDIENCE %					37	37 *	37 *	31	30 *	30 *	31 *	31 *					
	AVG. AUD. BY 1/4 HR. %					24.4	25.0	24.9	25.0	20.0	19.5	19.9	19.8	19.7	18.8	18.1	17.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,110 19.8					27,390 35.9							
	ABC TV					240-ROBERT (OP)				NFL MONDAY NIGHT FOOTBALL HOUSTON VS. MIAMI (9:00-11:47PM)(+OP)								
	AVERAGE AUDIENCE (Households (000) & %)					11,750 15.4	15.1*	15.7*	15,410 20.2	18.4*	21.7*	22.9*	20.7*					
	SHARE OF AUDIENCE %					23	23 *	23 *	33	27 *	32 *	35 *	33 *					
	AVG. AUD. BY 1/4 HR. %					14.7	15.4	15.7	15.6	17.6	19.2	21.5	21.8	23.4	22.5	21.2	20.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,590 28.3					22,660 29.7	20,140 26.4	17,550 23.0					
	CBS TV					WHITE SHADOW (OP)				M*A*S*H WKRP IN CINCINNATI				LOU GRANT				
	AVERAGE AUDIENCE (Households (000) & %)					17,930 23.5	22.4*	24.5*	20,600 27.0	17,700 23.2	14,500 19.0	19.2*	18.8*					
	SHARE OF AUDIENCE %					35	34 *	36 *	39	34	31	30 *	32 *					
	AVG. AUD. BY 1/4 HR. %					21.7	23.1	24.0	25.0	26.8	27.2	23.0	23.3	19.3	19.1	18.9	18.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,460 25.5					23,500 30.8							
	NBC TV					LITTLE HOUSE-PRAIRIE (OP)				NBC MONDAY NIGHT MOVIES HEROES								
	AVERAGE AUDIENCE (Households (000) & %)					15,950 20.9	20.1*	21.6*	16,250 21.3	21.7*	22.0*	21.2*	20.3*					
	SHARE OF AUDIENCE %					31	30 *	31 *	33	32 *	33 *	34 *	35 *					
	AVG. AUD. BY 1/4 HR. %					19.7	20.4	21.5	21.7	21.8	21.6	22.0	22.0	21.4	21.0	20.4	20.1	
TV HOUSEHOLDS USING TV		WK. 1	62.5	63.7	63.9	65.6	66.4	66.8	66.9	67.1	66.4	66.5	65.2	65.3	63.1	60.6	57.1	55.1
(See Def. 1)		WK. 2	59.8	61.0	61.9	64.3	66.0	67.6	68.7	69.0	68.4	69.0	67.5	67.6	64.2	62.0	59.3	57.7
U.S. TV Households			76,300,000															

For explanation of symbols, See page A

EVE. MON. NOV. 5, 1979

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. OCT.30, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 7	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 8	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 9	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 10	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 12	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 13	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 14	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 15	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 16	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 17	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 18	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 19	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 20	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 21	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 22	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 23	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 24	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 25	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 26	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 27	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 28	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 29	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 30	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 31	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 32	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 33	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 34	TOTAL AUDIENCE (Households (000) & %)	{															

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

A-5

EVE.TUE. NOV.6, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. OCT.31, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 8	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 12	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 13	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 14	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 15	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 16	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 17	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 18	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 19	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 20	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 21	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 22	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 23	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 24	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 25	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 26	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 27	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 28	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 29	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 30	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 31	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 32	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 33	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 34	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 35	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
WEEK 36	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{</	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 1, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				18,690 24.5	18,770 24.6		19,380 25.4		17,090 22.4		18,010 23.6					
	ABC TV	{				LAVERNE AND SHIRLEY		BENSON	BARNEY MILLER		SOAP (OP)		20/20					
	AVERAGE AUDIENCE (Households (000) & %)	{				16,330 21.4	17,400 22.8		17,630 23.1		15,640 20.5		14,190 18.6	19.2*	18.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				34 20.6	22.3	35 22.5	23.2	36 23.2	23.1	32 21.0	20.0	32 19.7	33 * 18.7	32 * 18.2	32 * 17.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				18,010 23.6	16,100 21.1		16,100 21.1		17,100 22.5		18,010 23.6					
	CBS TV	{				WALTONS (OP)		HAWAII FIVE-O		BARNABY JONES								
	AVERAGE AUDIENCE (Households (000) & %)	{				14,950 19.6	18.9*	20.4*		12,590 16.5	15.8*	17.1*		14,880 19.5	19.2*	19.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				31 18.4	30 * 19.4	31 * 20.4		26 15.7	24 * 15.9	27 * 16.9		34 18.8	33 * 19.5	35 * 19.8	35 * 19.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				15,180 19.9	18,310 24.0		18,310 24.0		14,120 18.5		14,120 18.5					
	NBC TV	{				BUCK ROGERS-25TH CENTURY (OP)		QUINCY, M.E.		KATE LOVES A MYSTERY								
	AVERAGE AUDIENCE (Households (000) & %)	{				12,440 16.3	16.0*	16.6*		15,030 19.7	18.8*	20.6*		11,520 15.1	15.3*	14.9*		
	SHARE OF AUDIENCE % TOTAL AUDIENCE (Households (000) & %)	{				25 16.1	25 * 16.0	25 * 16.5		31 18.4	29 * 19.3	33 * 20.7		26 15.6	26 * 15.1	27 * 14.9	27 * 14.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				17,780 23.3	17,400 22.8		17,700 23.2		16,180 21.2		18,010 23.6					
	ABC TV	{				LAVERNE AND SHIRLEY		BENSON	BARNEY MILLER		SOAP (OP)		20/20					
	AVERAGE AUDIENCE (Households (000) & %)	{				15,720 20.6	16,180 21.2		16,100 21.1		14,650 19.2		14,500 19.0	19.4*	18.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				34 19.5	33 21.6	33 21.0		33 21.2	30 21.1	30 19.1		32 19.5	32 * 19.3	33 * 19.3	33 * 17.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				17,090 22.4	14,880 19.5		14,880 19.5		17,170 22.5		17,170 22.5					
	CBS TV	{				WALTONS (OP)		HAWAII FIVE-O		BARNABY JONES								
	AVERAGE AUDIENCE (Households (000) & %)	{				14,340 18.8	17.9*	19.7*		12,590 16.5	15.7*	17.3*		14,500 19.0	19.0*	18.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				30 17.5	29 * 18.4	31 * 19.8		26 15.6	24 * 15.8	27 * 16.9		32 18.6	32 * 19.4	33 * 19.3	33 * 18.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,710 21.9	18,620 24.4		18,620 24.4		13,050 17.1		13,050 17.1					
	NBC TV	{				BUCK ROGERS-25TH CENTURY (OP)		QUINCY, M.E.		KATE LOVES A MYSTERY								
	AVERAGE AUDIENCE (Households (000) & %)	{				13,200 17.3	16.5*	18.1*		15,340 20.1	19.7*	20.4*		10,760 14.1	13.9*	14.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				28 16.4	27 * 16.6	28 * 17.8		31 19.3	30 * 20.1	32 * 20.6		24 14.3	23 * 13.6	25 * 14.1	25 * 14.3	
TV HOUSEHOLDS USING TV		WK. 1	59.4	61.6	61.9	62.5	62.8	63.8	64.6	65.7	64.6	64.7	63.6	62.8	59.1	58.1	56.6	55.3
(See Def. 1)		WK. 2	57.3	57.9	58.6	59.9	59.8	61.8	63.6	65.0	64.3	65.0	63.9	64.0	60.6	60.0	58.1	55.3
U.S. TV Households: 76,300,000																		

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. THU. NOV. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 2, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						22,580 29.6								13,510 17.7				
	ABC TV								BATTLE-NETWORK STARS (OP)						GUINNESS BK-WORLD RECORDS (R)				
	AVERAGE AUDIENCE (Households (000) & %)						14,420 18.9		19.1*		19.5*		18.9*		18.4*		10,610 13.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 18.9		32*		32*		32*		31*		24 14.4		
E K 2	TOTAL AUDIENCE (Households (000) & %)						18,310 24.0				20,830 27.3				22,890 30.0				
	CBS TV								INCREDIBLE HULK (OP)		DUKES OF HAZZARD				DALLAS				
	AVERAGE AUDIENCE (Households (000) & %)						15,030 19.7		18.8*		20.6*		18,010 23.6		23.1*		19,760 25.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						33 17.6		32*		34*		40 22.4		39*		44 25.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)						13,430 17.6				15,790 20.7								
	NBC TV								SHIRLEY (OP)				NBC FRIDAY NIGHT MOVIE THE OTHER SIDE OF THE MOUNTAIN PART 2						
	AVERAGE AUDIENCE (Households (000) & %)						10,070 13.2		13.1*		13.3*		10,450 13.7		12.7*		13.5*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 13.1		22*		22*		23 12.6		21*		22*		
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,780 23.3				22,280 29.2								
	ABC TV								ALL STAR FAMILY FEUD (OP)				ABC FRIDAY NIGHT MOVIE TOPPER						
	AVERAGE AUDIENCE (Households (000) & %)						14,420 18.9		18.9*		18.9*		14,570 19.1		18.8*		19.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 19.2		32*		31*		33 18.6		32*		32*		
W E K 2	TOTAL AUDIENCE (Households (000) & %)						18,080 23.7				19,460 25.5				20,370 26.7				
	CBS TV								INCREDIBLE HULK (OP)		DUKES OF HAZZARD				DALLAS				
	AVERAGE AUDIENCE (Households (000) & %)						14,730 19.3		18.5*		20.1*		16,100 21.1		20.6*		17,010 22.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						33 17.4		32*		33*		35 20.4		35*		36*		
W E K 2	TOTAL AUDIENCE (Households (000) & %)						12,740 16.7				13,890 18.2				11,060 14.5				
	NBC TV								SHIRLEY (OP)		ROCKFORD FILES				EISCHIED				
	AVERAGE AUDIENCE (Households (000) & %)						10,150 13.3		12.9*		13.6*		10,910 14.3		14.1*		8,550 11.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.4		22*		23*		24 14.1		24*		24*		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	54.4	55.7	56.9	58.3	58.8	60.1	60.0	60.4	59.1	59.3	59.8	60.5	58.8	59.1	58.7	57.4
			WK. 2	53.9	54.7	55.9	57.5	58.0	59.2	59.6	60.5	58.9	59.7	60.0	59.9	57.8	56.7	56.1	55.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

EVE. FRI. NOV. 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. NOV.3, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,600 15.2		9,690 12.7		20,520 26.9				18,160 23.8			
	ABC TV	(1)					ROPER		DETECTIVE SCHOOL		LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						10,530 13.8		8,770 11.5		15,790 20.7	18.6*		22.8*	15,110 19.8	19.8*		19.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 13.7	13.9	20 11.5	11.6	35 17.4	32* 19.9	22.9	39* 22.7	36 19.6	36* 20.0	20.1	37* 19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,000 24.9				17,400 22.8							
	CBS TV						RACE-YOUR LIFE, C.BROWN (OP)								AVAILANCE (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						13,200 17.3	16.5*		17.6*		10,830 14.2	12.9*			14.1*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 16.7	29* 16.2	30* 17.4	30* 17.7	26 18.7	22* 16.9	22.7	22* 13.2	25* 14.1	25* 14.2	14.4	27* 14.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,530 25.6				17,320 22.7							
	NBC TV						CHIPS (OP)								NBC MOVIE OF THE WEEK MACARTHUR, PART 1			
	AVERAGE AUDIENCE (Households (000) & %)						15,640 20.5	19.4*		21.6*	11,900 15.6	15.8*		15.5*		15.9*		15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						36 18.6	34* 20.3	37* 21.4	37* 21.8	28 16.1	27* 15.5	26* 15.8	26* 15.3	29* 16.1	29* 15.7	15.3	28* 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,030 31.5								15,870 20.8			
	ABC TV	(2)									LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						16,940 22.2	20.6*		22.6*		23.2*		22.4*	13,350 17.5	18.0*		17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 19.8	35* 21.5	38* 22.1	38* 23.1	39* 23.8	39* 22.7	38* 22.5	38* 22.3	32 18.2	32* 17.7	17.2	31* 17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,370 14.9				16,790 22.0							
	CBS TV						LOST TREASURE-CONCEPCION (OP)								ACT OF VIOLENCE			
	AVERAGE AUDIENCE (Households (000) & %)						9,000 11.8	11.8*		11.8*	11,450 15.0	11.5*		14.2*		17.0*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 12.2	20* 11.5	20* 11.7	20* 11.9	26 10.8	19* 12.3	24* 13.9	24* 14.5	31* 16.5	31* 17.6	17.6	32* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,910 26.1								14,190 18.6			
	NBC TV						CHIPS (OP)								B.J. AND THE BEAR			
	AVERAGE AUDIENCE (Households (000) & %)						14,340 18.8	17.9*		19.2*		19.5*		18.5*	12,130 15.9	15.6*		16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 17.5	31* 18.4	32* 18.9	32* 19.6	33* 19.6	33* 19.4	31* 19.0	31* 18.0	29 15.5	28* 15.7	16.1	30* 16.4
TV HOUSEHOLDS USING TV			WK. 1	53.5	54.8	55.4	56.5	56.9	57.3	57.3	58.3	58.8	58.6	59.0	58.2	55.7	54.9	54.0
(See Def. 1)			WK. 2	56.1	56.0	56.1	56.8	57.8	58.7	59.7	60.6	60.3	59.5	59.8	59.1	55.6	55.8	54.3

U.S. TV Households: 76,300,000

(1) NCAA FOOTBALL GAME 2, ABC, (4:00-7:04PM)

(2) NCAA FOOTBALL GAME 2, ABC, (4:00-7:10PM)

For explanation of symbols, See page A

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. NOV.4, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,960 18.3	SALVAGE I (OP)				21,900 28.7	MORK & MINDY		38,530 50.5	ABC SUNDAY NIGHT MOVIE JAWS							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,150 13.3	12.0*		14.5*	18,920 24.8		29,830 39.1	33.2*		38.5*		40.3*		42.0*		41.5*	
	SHARE OF AUDIENCE %	{	21	19 *		22 *	36		57	46 *		53 *		57 *		62 *		65 *	
	AVG. AUD. BY 1/4 HR. %	{	11.5	12.6	14.2	14.9	22.4	27.2	31.4	34.9	38.0	39.0	39.9	40.7	41.6	42.3	41.8	41.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	28,080 36.8	60 MINUTES (7:06-8:06PM)(OP)(-OP)				20,980 27.5	ARCHIE BUNKER'S PLACE (8:06-8:36PM) (-OP)		18,540 24.3	17,630 23.1	15,790 20.7	ALICE (9:06-9:36PM) (-OP)		12,740 16.7	JEFFERSONS (9:36-10:06PM) (-OP)		CBS REPORTS-TEDDY (10:06-11:06PM)
	AVERAGE AUDIENCE (Households (000) & %)	{	21,590 28.3	27.4*		28.7*	17,930 23.5		17,090 22.4		16,250 21.3		14,800 19.4		9,840 12.9	14.2*		12.4*	
	SHARE OF AUDIENCE %	{	44	44 *		44 *	34		31		29		27		20	21 *		19 *	
	AVG. AUD. BY 1/4 HR. %	{	26.3	28.1	28.1	29.4	23.6	23.4	22.2	22.3	21.4	21.4	19.4	19.4	15.0	13.7	13.0	11.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	21,590 28.3	DISNEY'S WONDERFUL WORLD 20,000 LEAGUES UNDER THE SEA(R)(OP)								12,670 16.6	BIG EVENT MACARTHUR, PART 2						
	AVERAGE AUDIENCE (Households (000) & %)	{	12,360 16.2	16.9*		18.1*		16.3*		13.4*		8,090 10.6	10.8*		10.5*		10.8*	10.5*	
	SHARE OF AUDIENCE %	{	24	27 *		28 *		24 *		19 *		15	15 *		15 *		16 *	16 *	
	AVG. AUD. BY 1/4 HR. %	{	15.8	18.1	18.4	17.8	16.5	16.0	14.2	12.7	10.8	10.8	10.6	10.3	10.7	10.9	10.7	10.3	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	29,450 38.6	SALVAGE I				21,590 28.3	MORK & MINDY		25,100 32.9	22,130 29.0	20,450 26.8	ABC SUNDAY NIGHT MOVIE LOVE FOR RENT					
	AVERAGE AUDIENCE (Households (000) & %)	{	8,700 11.4	10.9*		11.8*	14,880 19.5		15,180 19.9		16,020 21.0		16,020 21.0		16,020 21.0		16,020 21.0		
	SHARE OF AUDIENCE %	{	17	17 *		18 *	29		29		31		31		31		31		
	AVG. AUD. BY 1/4 HR. %	{	11.0	10.8	11.2	12.4	17.2	21.8	19.4	20.3	19.1	21.1	21.6	21.7	21.6	21.4	21.1	20.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	23,730 31.1	60 MINUTES (7:13-8:13PM)(OP)(-OP)				19,150 25.1	ARCHIE BUNKER'S PLACE (8:13-8:43PM) (-OP)		20,220 26.5	20,300 26.6	19,000 24.9	ALICE (9:13-9:43PM) (-OP)		14,730 19.3	JEFFERSONS (9:43-10:13PM) (-OP)		TRAPPER JOHN, M.D. (10:13-11:13PM)
	AVERAGE AUDIENCE (Households (000) & %)	{	23,730 31.1			31.5*	19,150 25.1		20,220 26.5		20,300 26.6		19,000 24.9		14,730 19.3		14,730 19.3		18.9*
	SHARE OF AUDIENCE %	{	47			47 *	37		38		37		36		31		31		30 *
	AVG. AUD. BY 1/4 HR. %	{	28.1	29.3	31.2	31.9	26.6	24.6	24.1	24.4	26.3	26.6	24.9	25.1	22.0	20.6	19.1	18.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	23,650 31.0	DISNEY'S WONDERFUL WORLD THE STRONGEST MAN IN THE WORLD(R)(OP)								24,190 31.7	BIG EVENT DOG DAY AFTERNOON						
	AVERAGE AUDIENCE (Households (000) & %)	{	14,800 19.4	18.3*		20.3*		18.8*		20.0*		16,180 21.2	21.2*		21.8*		21.6*	21.6*	
	SHARE OF AUDIENCE %	{	29	29 *		30 *		27 *		29 *		33	30 *		31 *		32 *	35 *	
	AVG. AUD. BY 1/4 HR. %	{	17.7	19.0	20.4	20.2	19.1	18.5	19.5	20.5	20.4	22.1	21.9	21.7	21.7	21.6	21.5	21.7	
TV HOUSEHOLDS USING TV		WK. 1	60.4	62.9	64.5	66.4	68.5	70.0	71.1	72.5	72.2	72.7	71.4	71.0	69.0	67.3	65.6	63.1	
(See Def. 1)		WK. 2	63.0	64.0	65.8	68.2	68.4	68.3	68.3	69.3	70.9	71.7	71.1	69.7	68.2	65.3	63.0	61.8	
U.S. TV Households: 76,300,000																			

For explanation of symbols, See page A.

EVE.SUN. NOV.11, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W	TOTAL AUDIENCE (Households (000) & %)	{		7,860 10.3													
	ABC TV	{		ABC SUNDAY NIGHT MOVIE		ABC WEEKEND REPORT- SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{		7,710 10.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 39.2		10.1											
E	TOTAL AUDIENCE (Households (000) & %)	{		4,960 6.5													
	CBS TV	{		CBS SUNDAY NEWS-BRADLEY (11:00-11:21PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{		4,430 5.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		11 5.8		5.8											
K	TOTAL AUDIENCE (Households (000) & %)	{		4,200 5.5													
	NBC TV	{		NBC LATE NIGHT MOVIE (11:30 1:26AM)(-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,440 3.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 8.2		3.4* 11*											
1	TOTAL AUDIENCE (Households (000) & %)	{		6,260 8.2													
	ABC TV	{		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		5,950 7.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		14 7.8													
E	TOTAL AUDIENCE (Households (000) & %)	{		6,330 8.3													
	CBS TV	{		CBS SUNDAY NEWS-BRADLEY (11:13-11:26PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{		6,180 8.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 7.6		8.2											
K	TOTAL AUDIENCE (Households (000) & %)	{		2,440 3.2													
	NBC TV	{		BIG EVENT DOG DAY AFTERNOON		NBC LATE NIGHT MOVIE (12:00 1:37AM)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{		1,680 2.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		38* 20.9		2.5* 11											
2	TOTAL AUDIENCE (Households (000) & %)	{		20.0* 38*													
	ABC TV	{		20.9 19.0													
	AVERAGE AUDIENCE (Households (000) & %)	{		2.5 2.4		2.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		2.5 2.4		2.3											
TV HOUSEHOLDS USING TV		WK. 1	57.9	43.0	33.0	26.7	23.0	20.2	17.5	33.6	30.1	25.9	23.1	19.8	17.1	14.9	13.1
(See Def. 1)		WK. 2	56.1	49.2	39.5	32.2	26.7	23.7	21.1	35.8	32.1	27.5	24.4	21.3	18.8	16.7	14.9
U.S. TV Households: 76,300,000																	

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.29-NOV.2, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		4,200 5.5		4,650 6.1												
		GOOD MORNING, AMERICA-730 (CO-OP)		→		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		→		(PARTICIPATING)							
		AVERAGE AUDIENCE (Households (000) & %)	{		3,280 4.3		3,820 5.0												
		SHARE OF AUDIENCE %	{		24		27		4.8		5.1								
WEEK 2	CBS TV	AVG. AUD. BY ¼ HR. %	{		4.2		4.4		4.8		5.1								
		TOTAL AUDIENCE (Households (000) & %)	{		2,820 3.7		4,430 5.8						2,520 3.3		3,280 4.3				
		MORNING MON-FRI (CO-OP)		→		(PARTICIPATING)		CAPTAIN KANGAROO		→				ALL STAR BEAT THE CLOCK (MTWTF)(S)(OP)		CELEBRITY WHEW (10:30-10:54AM) (MTWTF)(S)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)	{		1,750 2.3		2,750 3.6		3.2*		3.9*		1,980 2.6		2,820 3.7				
WEEK 3	NBC TV	SHARE OF AUDIENCE %	{		14		20		17 *		21 *		14		19				
		AVG. AUD. BY ¼ HR. %	{		2.3		2.3		2.4		3.0		3.5		3.9		2.5		
		TOTAL AUDIENCE (Households (000) & %)	{		4,430 5.8		5,110 6.7						3,280 4.3		3,660 4.8				
		TODAY SHOW-7.30AM (CO-OP)		→		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		→		(PARTICIPATING)		CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)			
WEEK 4	ABC TV	AVERAGE AUDIENCE (Households (000) & %)	{		3,510 4.6		4,120 5.4						2,750 3.6		3,200 4.2				
		SHARE OF AUDIENCE %	{		26		29		5.6		5.3		19		22		4.3		
		AVG. AUD. BY ¼ HR. %	{		4.5		4.8		5.6		5.3		3.4		3.8		4.2		
		TOTAL AUDIENCE (Households (000) & %)	{		3,660 4.8		4,270 5.6												
WEEK 5	CBS TV	GOOD MORNING, AMERICA-730 (CO-OP)		→		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		→		(PARTICIPATING)							
		AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.6		3,660 4.8												
		SHARE OF AUDIENCE %	{		22		27		4.6		4.9								
		AVG. AUD. BY ¼ HR. %	{		3.5		3.7		4.6		4.9								
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		2,750 3.6		3,740 4.9						2,590 3.4		2,900 3.8				
		MORNING MON-FRI (CO-OP)		→		(PARTICIPATING)		CAPTAIN KANGAROO		→				ALL STAR BEAT THE CLOCK (MTWTF)(S)(OP)		CELEBRITY WHEW (10:30-10:54AM) (OP)			
		AVERAGE AUDIENCE (Households (000) & %)	{		1,750 2.3		2,370 3.1		2.8*		3.3*		2,140 2.8		2,590 3.4				
		SHARE OF AUDIENCE %	{		15		17		16 *		18 *		15		19		3.6		
WEEK 7	ABC TV	AVG. AUD. BY ¼ HR. %	{		2.1		2.3		2.5		2.5		3.1		3.3		3.4		
		TOTAL AUDIENCE (Households (000) & %)	{		4,500 5.9		4,960 6.5						3,200 4.2		3,740 4.9				
		TODAY SHOW-7.30AM (CO-OP)		→		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		→		(PARTICIPATING)		CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)	{		3,430 4.5		4,200 5.5						2,750 3.6		3,200 4.2				
WEEK 8	CBS TV	SHARE OF AUDIENCE %	{		27		31		5.5		5.5		20		23				
		AVG. AUD. BY ¼ HR. %	{		4.4		4.6		5.5		5.5		3.4		3.7		4.2		
		TOTAL AUDIENCE (Households (000) & %)	{		4,500 5.9		4,960 6.5						3,200 4.2		3,740 4.9				
		TODAY SHOW-7.30AM (CO-OP)		→		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		→		(PARTICIPATING)		CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)			
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	9.4	12.4	15.0	16.4	16.6	17.3	17.5	17.6	18.3	18.8	19.1	18.8	18.4	18.9	19.2	19.5
			WK. 2	8.0	10.8	13.5	15.0	15.8	16.4	16.5	17.1	17.4	18.0	18.3	18.4	17.8	17.9	17.9	18.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

DAY MON.-FRI. NOV.5-9, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 29-NOV. 2, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,810 6.3		{ 6,180 8.1		{ 3,820 5.0		{ 6,260 8.2		{ 9,080 11.9		{ 8,470 11.1					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,040 5.3		{ 5,340 7.0		{ 3,200 4.2		{ 5,260 6.9		{ 6,940 9.1		{ 6,790 8.9					
	SHARE OF AUDIENCE %	28		33		18		27		33		32					
W E E K 2	AVG. AUD. BY ¼ HR %	5.0	5.6	6.7	7.2	4.1	4.4	6.7	7.1	8.2	8.8	9.6	9.7	8.5	8.6	9.2	9.3
	TOTAL AUDIENCE (Households (000) & %)	{ 4,650 6.1		{ 5,040 6.6		{ 7,020 9.2		{ 8,090 10.6		{ 7,550 9.9		{ 7,400 9.7					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.2		{ 4,500 5.9		{ 6,180 8.1		{ 7,170 9.4		{ 5,720 7.5		{ 6,030 7.9					
W E E K 1	SHARE OF AUDIENCE %	27		28		32		37		27		25 *					
	AVG. AUD. BY ¼ HR %	4.9	5.5	5.7	6.1	8.1	8.1	9.2	9.6	7.1	7.0	7.9	7.9	7.8	7.8	7.9	7.9
	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 5.5		{ 4,430 5.8		{ 3,050 4.0		{ 4,350 5.7		{ 6,870 9.0		{ 5,110 6.7		{ 7,320 9.6			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 3,660 4.8		{ 3,820 5.0		{ 2,520 3.3		{ 3,510 4.6		{ 5,040 6.6		{ 4,650 6.1		{ 4,960 6.5		{ 6.2* 6.2	
	SHARE OF AUDIENCE %	25		24		14		18		24 *		24 *		22		22 *	
	AVG. AUD. BY ¼ HR %	4.8	4.8	4.8	5.1	3.3	3.3	4.3	4.9	6.2	6.5	6.8	6.9	6.1	6.0	6.2	6.2
	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.9		{ 5,720 7.5		{ 3,590 4.7		{ 6,180 8.1		{ 8,550 11.2		{ 8,550 11.2					
W E E K 1	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.1		{ 4,880 6.4		{ 3,050 4.0		{ 5,340 7.0		{ 6,560 8.6		{ 6,640 8.7		{ 9.1* 9.1		{ 33* 33	
	SHARE OF AUDIENCE %	28		31		17		28		32		33 *		31 *		33 *	
	AVG. AUD. BY ¼ HR %	4.7	5.3	6.2	6.7	3.8	4.2	6.7	7.2	7.9	8.3	8.9	9.2	8.3	8.3	8.9	9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,650 6.1		{ 5,190 6.8		{ 6,870 9.0		{ 7,780 10.2		{ 7,170 9.4		{ 6,870 9.0					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.2		{ 4,500 5.9		{ 6,100 8.0		{ 6,940 9.1		{ 5,570 7.3		{ 5,570 7.3		{ 7.2* 7.2		{ 7.2* 7.2	
	SHARE OF AUDIENCE %	28		30		32		37		27		25 *		29 *		26 *	
W E E K 2	AVG. AUD. BY ¼ HR %	5.1	5.4	5.6	6.1	7.9	8.1	9.0	9.3	6.7	6.9	7.8	7.7	7.2	7.2	7.3	7.3
	TOTAL AUDIENCE (Households (000) & %)	{ 4,040 5.3		{ 4,270 5.6		{ 2,670 3.5		{ 4,120 5.4		{ 6,640 8.7		{ 4,810 6.3		{ 7,320 9.6			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,510 4.6		{ 3,660 4.8		{ 2,370 3.1		{ 3,510 4.6		{ 5,040 6.6		{ 4,270 5.6		{ 5,040 6.6		{ 6.0* 6.0	
W E E K 2	SHARE OF AUDIENCE %	25		24		13		18		25		26 *		23		22 *	
	AVG. AUD. BY ¼ HR %	4.6	4.5	4.8	4.9	2.9	3.2	4.5	4.7	6.2	6.3	7.0	7.0	5.6	5.6	6.0	6.1
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		19.6	20.4	21.1	22.5	24.1	25.7	26.0	26.6	26.4	27.1	27.2	27.4	27.2	27.6	27.9	28.6
WK. 2		18.5	19.4	20.1	21.4	23.3	25.0	25.7	26.2	26.2	26.7	27.0	27.2	26.7	27.3	27.2	28.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.29-NOV.2, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,540 12.5		GENERAL HOSPITAL		{ 4,200 5.5		EDGE OF NIGHT		{ 11,290 14.8		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,630 10.0		{ 9.6* 33		{ 10.4* 34		{ 3,590 4.7		{ 9,840 12.9		{ 23 12.5	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.0 33		{ 9.6* 33		{ 10.4* 34		{ 3,590 4.7		{ 9,840 12.9		{ 23 12.5	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 33 9.4		{ 33* 9.9		{ 34* 10.3		{ 15 10.4		{ 15 4.8		{ 23 4.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,260 8.2		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,050 17.1		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,260 7.9		{ 6.9 27		{ 3.3 11		{ 2,520 3.2		{ 11,450 15.0		{ 27 14.8	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.9* 27		{ 6.9 23		{ 3.3 11		{ 2,520 3.2		{ 11,450 15.0		{ 27 14.8	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 27* 7.9		{ 23 7.8		{ 11 6.6		{ 3.2 7.2		{ 15.0 3.3		{ 14.8 15.3	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 11	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 12	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 13	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 14	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 15	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 16	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 17	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 18	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 19	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 20	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 21	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8		{ 18 5.5		{ 18 5.4		{ 25 14.6	
WEEK 22	TOTAL AUDIENCE (Households (000) & %)		{ 6,490 8.5		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 13,200 17.3		CBS EVENING NEWS- CROWKITE	
	CBS TV		{ 5,420 7.3		{ 7.1 25		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.3* 25		{ 7.1 23		{ 3.2 10		{ 2,440 3.0		{ 11,600 15.2		{ 27 15.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 25* 7.4		{ 23 7.3		{ 10 6.6		{ 3.0 7.5		{ 15.2 3.4		{ 15.1 15.4	
WEEK 23	TOTAL AUDIENCE (Households (000) & %)		{ 9,690 12.7		GENERAL HOSPITAL		{ 4,960 6.5		EDGE OF NIGHT		{ 12,280 16.1		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,860 10.3		{ 9.9* 34		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10.3 34		{ 9.9* 33		{ 10.8* 35		{ 4,200 5.5		{ 10,830 14.2		{ 25 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 34 9.6		{ 33* 10.2		{ 35* 10.8							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 3, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,890 5.1		5,040 6.6		5,490 7.2		5,570 7.3		5,490 7.2		6,330 8.3		
	ABC TV	{				GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3		PLASTICMAN COMEDY-SHOW-4 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,900 3.8		4,270 5.6		4,580 6.0		4,810 6.3		4,500 5.9		5,190 6.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				20 3.5	4.2	24 5.3	6.0	27 5.3	6.8	25 6.6	6.0	23 6.1	5.7	27 6.9	6.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,270 5.6		5,800 7.6		7,250 9.5		9,160 12.0		10,150 13.3		7,860 10.3		
	CBS TV	{				MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,360 4.4		4,960 6.5		6,410 8.4		7,710 10.1		8,470 11.1		7,020 9.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				27 3.9	4.8	32 6.3	6.7	36 8.1	8.8	38 9.6	10.5	41 11.0	11.2	35 9.1	9.3	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,970 5.2		4,500 5.9		5,110 6.7		5,800 7.6		4,810 6.3		5,040 6.6		
	NBC TV	{				BAY CITY ROLLERS (SUS)		NEW DAFFY DUCK SHOW		CASPER AND THE ANGELS (OP)		FRED & BARNEY MEET-THING		FRED & BARNEY- THING PT 2 (OP)		SUPER GLOBETROTTERS (OP)	NEW SHMOO (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,130 4.1		3,660 4.8		4,200 5.5		4,880 6.4		4,040 5.3		4,200 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				28 4.1	4.6	24 4.7	4.9	24 5.5	5.4	25 6.3	6.4	21 5.4	5.2	21 5.5	5.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,810 6.3		5,570 7.3		5,490 7.2		5,190 6.8		6,180 8.1		6,330 8.3		
	ABC TV	{				GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3		PLASTICMAN COMEDY-SHOW-4 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,590 4.7		4,730 6.2		4,580 6.0		4,730 6.2		4,880 6.4		5,420 7.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				25 4.2	5.3	25 5.8	6.6	25 5.5	6.4	23 6.5	5.9	23 6.4	6.5	25 7.6	6.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,120 5.4		6,180 8.1		7,710 10.1		8,930 11.7		10,910 14.3		8,930 11.7		
	CBS TV	{				MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,130 4.1		5,190 6.8		6,710 8.8		7,780 10.2		9,540 12.5		7,710 10.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				26 3.5	4.8	31 6.4	7.2	35 8.6	8.9	38 9.6	10.7	44 12.0	13.0	36 10.5	9.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,430 4.5		4,500 5.9		5,570 7.3		6,410 8.4		5,340 7.0		5,110 6.7		
	NBC TV	{				BAY CITY ROLLERS (SUS)		NEW DAFFY DUCK SHOW		CASPER AND THE ANGELS (OP)		FRED & BARNEY MEET-THING		FRED & BARNEY- THING PT 2 (OP)		SUPER GLOBETROTTERS (OP)	NEW SHMOO (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,590 3.4		3,740 4.9		4,500 5.9		5,340 7.0		4,500 5.9		4,350 5.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				23 2.8	4.0	23 4.5	5.4	24 5.9	6.0	26 6.8	7.1	21 5.9	5.9	21 5.5	5.9	
TV HOUSEHOLDS USING TV		WK. 1	5.8	8.2	10.1	12.6	15.1	17.3	19.2	21.3	22.7	24.3	26.1	27.1	27.3	26.9	26.2	26.5
(See Def. 1)		WK. 2	5.0	6.4	8.2	10.6	13.9	17.8	20.4	23.3	24.7	25.6	26.4	27.5	28.2	29.2	28.7	27.7
U.S. TV Households: 76,300,000																		

For explanation of symbols, See page A.

DAY SAT. NOV. 10, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. NOV. 3, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,960 6.5		{ 5,260 6.9		{ 5,650 7.4		{ 17,010 22.3																									
	ABC TV	SPIDERWOMAN (OP)		SCOOBY AND SCRAPPY DOO (OP)		ABC WEEKEND SPECIALS GHOST OF THOMAS KEMPE, PART 1		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:44-4:03PM)(OP)																									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,430 5.8		{ 4,270 5.6		{ 4,500 5.9		{ 8,010 10.5		{ 9.3* 33 *		{ 10.9* 37 *		{ 10.3* 36 *		{ 11.4* 37 *																	
	SHARE OF AUDIENCE %	22		24		20		35		33 *		37 *		36 *		37																	
	AVG. AUD. BY ¼ HR. %	5.9		5.6		5.4		6.5		6.9		8.9		9.8		10.7		11.1		11.7													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,390 11.0		{ 6,260 8.2		{ 4,730 6.2		{ 5,190 6.8		{ 6,330 8.3		{ 4,580 6.0																					
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		JASON OF STAR COMMAND (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES																					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,870 9.0		{ 5,420 7.1		{ 3,740 4.9		{ 4,200 5.5		{ 4,880 6.4		{ 3,590 4.7																					
	SHARE OF AUDIENCE %	35		28		19		21		23		16																					
	AVG. AUD. BY ¼ HR. %	9.4		8.6		7.1		7.1		5.0		4.8		5.4		5.7		6.2		6.5		4.8		4.7									
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,820 5.0		{ 4,120 5.4		{ 5,340 7.0		{ 5,650 7.4																									
	NBC TV	FLASH GORDON (OP)		GODZILLA (OP)		JONNY QUEST		JETSONS																									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,360 4.4		{ 3,740 4.9		{ 4,580 6.0		{ 4,500 5.9																									
	SHARE OF AUDIENCE %	17		19		23		22																									
	AVG. AUD. BY ¼ HR. %	4.4		4.4		5.0		4.9		5.8		6.2		5.9		5.9																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,030 7.9		{ 5,420 7.1		{ 7,020 9.2		{ 19,230 25.2																									
	ABC TV	SPIDERWOMAN (OP)		SCOOBY AND SCRAPPY DOO (OP)		ABC WEEKEND SPECIALS GHOST OF THOMAS KEMPE, PART 2		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:43-3:53PM)(OP)																									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,730 6.2		{ 4,500 5.9		{ 5,720 7.5		{ 9,460 12.4		{ 10.2* 33 *		{ 12.3* 39 *		{ 13.1* 41 *		{ 13.8* 41 *																	
	SHARE OF AUDIENCE %	20		22		24		38		33 *		39 *		41 *		41 *																	
	AVG. AUD. BY ¼ HR. %	6.7		5.7		5.5		6.2		7.0		8.0		8.0		8.7		9.7		10.7		12.1		12.4		12.8		13.3		13.7		13.9	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 9,000 11.8		{ 8,090 10.6		{ 5,880 7.7		{ 6,410 8.4		{ 7,780 10.2		{ 5,880 7.7																					
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		JASON OF STAR COMMAND (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES																					
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,940 10.4		{ 6,790 8.9		{ 4,810 6.3		{ 5,490 7.2		{ 6,260 8.2		{ 4,580 6.0																					
	SHARE OF AUDIENCE %	38		32		22		24		26		19																					
	AVG. AUD. BY ¼ HR. %	10.6		10.1		8.7		9.0		6.4		6.1		7.0		7.3		8.3		8.1		6.2		5.8									
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,580 6.0		{ 4,730 6.2		{ 4,730 6.2		{ 3,740 4.9																									
	NBC TV	FLASH GORDON (OP)		GODZILLA (OP)		HOT HERO SANDWICH PART I		HOT HERO SANDWICH PART II																									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,820 5.0		{ 4,040 5.3		{ 3,660 4.8		{ 3,130 4.1																									
	SHARE OF AUDIENCE %	18		19		17		14																									
	AVG. AUD. BY ¼ HR. %	4.9		5.1		5.3		5.3		4.8		4.8		4.3		4.0																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.2	25.8	25.8	25.4	26.2	26.5	26.2	27.3	27.4	28.6	29.1	29.5	28.9	29.0	30.8	31.7															
		WK. 2	27.8	27.5	27.5	28.8	28.0	28.3	29.3	30.6	30.6	31.6	32.0	32.4	32.8	34.3	34.9	35.7															

TV HOUSEHOLDS USING TV	WK. 1	26.2	25.8	25.8	25.4	26.2	26.5	26.2	27.3	27.4	28.6	29.1	29.5	28.9	29.0	30.8	31.7
(See Def. 1)	WK. 2	27.8	27.5	27.5	28.8	28.0	28.3	29.3	30.6	30.6	31.6	32.0	32.4	32.8	34.3	34.9	35.9

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. NOV. 10, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. NOV. 3, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		3,890 5.1		20,520 26.9									
	ABC TV		{		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:44-4:03PM)(OP)		(1) (OP)		NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:00-7:04PM)(SUS)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		11.4*		3,820 5.0		8,930 11.7		11.0*		10.4*		10.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		36 *		16		29		33 *		29 *		27 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		11.2		11.6		12.2		5.0		10.7		11.3	
	TOTAL AUDIENCE (Households (000) & %)		{						14,420 18.9						9,690 12.7	
	CBS TV		{												CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)		{						8,850						8,240	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{						11.6		8.3*		11.9*		14.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{						29		23 *		30 *		33 *	
	TOTAL AUDIENCE (Households (000) & %)		{						7.7		8.9		11.0		12.8	
	TOTAL AUDIENCE (Households (000) & %)		{										14.3		14.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{						9,230 12.1						8,770 11.5	
	NBC TV		{												NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)		{						4,350						7,710	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{						5.7		4.8*		6.1*		6.1*	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{						15		14 *		17 *		15 *	
	TOTAL AUDIENCE (Households (000) & %)		{						4.7		4.9		5.8		6.4	
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{						23,960 31.4							
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
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	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 4, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)												2,440 3.2																			
ABC TV												KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II																	
AVERAGE AUDIENCE (Households (000) & %)												2,060																			
SHARE OF AUDIENCE %												2.7																			
AVG. AUD. BY ¼ HR. %												12																			
TOTAL AUDIENCE (Households (000) & %)												1,140 1.5		1,300 1.7		3,970 5.2		SUNDAY MORNING		FOR OUR TIMES (SUS)											
CBS TV												THREE ROBONIC STOOGES (OP)		SKATEBIRDS (OP)																	
AVERAGE AUDIENCE (Households (000) & %)												920		1,070		2,210															
SHARE OF AUDIENCE %												1.2		1.4		2.9		2.5*		2.9*											
AVG. AUD. BY ¼ HR. %												12		11		16		16 *		3.3*											
TOTAL AUDIENCE (Households (000) & %)												1.0		1.3		1.3		1.5		2.7		2.4		2.7		3.0		3.2		3.3	
NBC TV																															
AVERAGE AUDIENCE (Households (000) & %)																															
SHARE OF AUDIENCE %																															
AVG. AUD. BY ¼ HR. %																															
ABC TV																															
AVERAGE AUDIENCE (Households (000) & %)																															
SHARE OF AUDIENCE %																															
AVG. AUD. BY ¼ HR. %																															
TOTAL AUDIENCE (Households (000) & %)												690 .9		1,370 1.8		3,430 4.5		SUNDAY MORNING		FOR OUR TIMES (SUS)											
CBS TV												THREE ROBONIC STOOGES (OP)		SKATEBIRDS (OP)																	
AVERAGE AUDIENCE (Households (000) & %)												610		840		2,060															
SHARE OF AUDIENCE %												.8		1.1		2.7		2.5*		2.9*		2.7*									
AVG. AUD. BY ¼ HR. %												10		9		14		15 *		15 *		13 *									
TOTAL AUDIENCE (Households (000) & %)												.7		.8		.9		1.3		2.2		2.7		2.7		3.0		2.7		2.7	
NBC TV																															
AVERAGE AUDIENCE (Households (000) & %)																															
SHARE OF AUDIENCE %																															
AVG. AUD. BY ¼ HR. %																															

TV HOUSEHOLDS USING TV	WK. 1	4.8	4.9	5.8	7.7	10.2	11.6	13.2	14.4	15.5	17.3	18.3	20.2	22.2	22.5	22.4	23.3
(See Def. 1)	WK. 2	3.4	4.0	4.8	6.5	8.7	10.5	12.0	14.3	16.3	18.0	19.6	20.9	22.0	22.4	21.5	21.8

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 4, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																7,250 9.5	
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{																6,330 8.3	
	SHARE OF AUDIENCE %	%																16	
	AVG. AUD. BY ¼ HR. %	%																8.4 8.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			4,650 6.1		22,200 29.1											7,400 9.7	
	CBS TV				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES (1:00-7:06PM)(-OP)	(1)												CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:00-7:06PM)(-OP)	(2)
	AVERAGE AUDIENCE (Households (000) & %)	{			4,120		10,150											7,550	
	SHARE OF AUDIENCE %	%			18.9* 47 *	5.4 13	13.3 28	9.6* 23 *	12.0* 27 *		13.1* 28 *	14.4* 29 *	15.0* 28 *	15.3 14.8	15.0 14.8	15.0 14.8	15.0 14.8	9.9 18 9.9	
	AVG. AUD. BY ¼ HR. %	%	18.6	19.2	7.3	5.2	8.8	10.4	11.7	12.2	12.6	13.6	13.9	14.8	15.3	14.8	15.0	9.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					6,490 8.5											7,400 9.7	
	NBC TV				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)		NFL FOOTBALL POST-NBC (4:07-4:22PM)											NBC NIGHTLY NEWS-SUN.	
	AVERAGE AUDIENCE (Households (000) & %)	{			14.1*		6,030 7.9											6,100 8.0	
	SHARE OF AUDIENCE %	%			35 *		19											14	
	AVG. AUD. BY ¼ HR. %	%	14.3	13.9	14.0	15.4	8.1	7.6										7.6 8.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																8,700 11.4	
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{																7,250 9.5	
	SHARE OF AUDIENCE %	%																17	
	AVG. AUD. BY ¼ HR. %	%																9.4 9.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					3,660 4.8				6,180 8.1							8,770 11.5	
	CBS TV				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)						FAMOUS CLASSIC TALES BLACK BEAUTY (4:27-5:00PM)							FESTIVAL OF LIVELY ARTS A SPECIAL DAY IN THE YEAR OF THE CHILD	CBS EVENING NEWS-DEAN
	AVERAGE AUDIENCE (Households (000) & %)	{			17.3*	17.4*	2,820 3.7				3,360 4.4	4.1* 9 *	4.8* 9 *					7,400 9.7	
	SHARE OF AUDIENCE %	%			39 *	38 *	8 4.4	3.6 3.6	3.6		4.3 3.8	4.6 5.0						16 8.8 10.5	
	AVG. AUD. BY ¼ HR. %	%	17.5	17.1	17.0	17.8													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					23,730 31.1												
	NBC TV				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-3:50PM)(OP)													NFL FOOTBALL GAME 2-NBC NEW ENGLAND VS DENVER	
	AVERAGE AUDIENCE (Households (000) & %)	{			14.0*	11.8*	12,360 16.2				17.0* 36 *	17.2* 34 *	17.5* 33 *	17.5* 31 *					
	SHARE OF AUDIENCE %	%			33 *	26 *	32 11.4	13.8	14.4	16.6	17.4	17.2	17.3	17.8	17.2	17.5	17.5		
	AVG. AUD. BY ¼ HR. %	%	14.0	14.0	11.9	11.3													
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	40.5	41.4	43.0	42.4	42.1	42.9	43.4	45.0	46.1	47.5	49.3	52.2	54.0	56.0	56.7	58.3	
		WK 2	43.6	43.8	44.8	46.0	46.9	47.1	47.1	48.2	48.7	49.8	52.5	53.9	55.8	56.7	59.1	60.4	

U.S. TV Households: 76,300,000

(1) CBS NFL FOOTBALL POST, CBS, (3:43-4:00PM)

(2) CBS NFL FOOTBALL POST 2, CBS, (6:48-6:59PM)

For explanation of symbols See page A

DAY SUN. NOV. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.48PM	+GRID	26,020	34.1	13,960	18.3	31			27,390	35.9	15,410	20.2	33		
	2	9.00-11.47PM	+GRID														
			11.00						17.6							18.6	
			11.15					17.1*	34*	16.5					18.3*	35*	18.0
			11.30							16.5							18.9
		11.45							15.7							18.4	
EVENING TUESDAY																	
CBS CONNALLY FOR PRESIDENT(S)	1	10.54-11.00PM	10.45	12,510	16.4	10,150	13.3	25	13.3								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,870	20.8	15,870	20.8	36	20.8		15,950	20.9	15,950	20.9	35	20.9	
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,490	7.2	5,190	6.8	13	6.8		6,330	8.3	6,030	7.9	16	7.9	
CBS NEWSBREAK-SAT.	1	8.52- 8.53PM	8.45	12,360	16.2	12,360	16.2	28	16.2								
	2	8.58- 8.59PM	8.45								7,400	9.7	7,400	9.7	16	9.7	
CBS AVALANCHE(S)	1	9.30-11.30PM	+GRID	17,400	22.8	10,830	14.2	26									
		11.00							16.1								
		11.15						15.0*	30*	14.0							
NBC NBC NEWS JDATE-SAT.	1	8.58- 8.59PM	8.45	14,730	19.3	14,730	19.3	33	19.3								
	2	9.10- 9.11PM	9.00								13,890	18.2	13,890	18.2	30	18.2	
NBC SATURDAY NIGHT																	
		11.30-12.48AM	11.30	16,100	21.1	10,530	13.8	41	15.5		17,470	22.9	11,750	15.4	41	16.4	
		11.45						15.3* 40*	15.1						16.6* 40*	16.8	
		12.00							13.9							15.6	
		12.15						13.5* 41*	13.2						15.2* 42*	14.8	
		12.30							11.8							13.8	
		12.45							10.6							12.8	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF SUN.	1	7.58- 7.59PM	7.45	11,900	15.6	11,900	15.6	23	15.6								
	2	8.58- 8.59PM	8.45								15,030	19.7	15,030	19.7	28	19.7	
CBS CBS NFL FOOTBALL SPECIAL(S)	2	7.00- 7.13PM	7.00								17,630	23.1	17,240	22.6	38	22.6	
CBS 60 MINUTES	1	7.06- 8.06PM	+GRID	28,080	36.8	21,590	28.3	44									
	2	7.13- 8.13PM	+GRID								29,450	38.6	23,730	31.1	47		
		8.00							30.2							32.5	
CBS ARCHIE BUNKER'S PLACE	1	8.06- 8.36PM	+GRID	20,980	27.5	17,930	23.5	34									
	2	8.13- 8.43PM	+GRID								21,590	28.3	19,150	25.1	37		
		8.30							23.9							25.6	
CBS ONE DAY AT A TIME	1	8.36- 9.06PM	+GRID	18,540	24.3	17,090	22.4	31									
	2	8.43- 9.13PM	+GRID								25,100	32.9	20,220	26.5	38		
		9.00							22.7							29.3	
CBS ALICE	1	9.06- 9.36PM	+GRID	17,630	23.1	16,250	21.3	29									
	2	9.13- 9.43PM	+GRID								22,130	29.0	20,300	26.6	37		
		9.30							20.9							26.7	
CBS NEWSBREAK SUN.	1	9.04- 9.05PM	9.00	15,410	20.2	15,410	20.2	28	20.2								
	2	9.11- 9.12PM	9.00								19,380	25.4	19,380	25.4	36	25.4	
CBS JEFFERSONS	1	9.36-10.06PM	+GRID	15,790	20.7	14,800	19.4	27									
CONT'D																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SUNDAY-CONT'D															
CBS JEFFERSONS-CONT'D	2	9.43-10.13PM	-GRID 10.00							20,450	26.8	19,000	24.9	36	
CBS CBS REPORTS-TEDDY(S)	1	10.06-11.06PM	-GRID 11.00	12,740	16.7	9,840	12.9	20	19.4						24.8
CBS TRAPPER JOHN, M.D.	2	10.13-11.13PM	-GRID 11.00						10.9	18,850	24.7	14,730	19.3	31	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	7,550	9.9	7,550	9.9	14	9.9						18.3
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.26AM	-GRID	4,200	5.5	2,440	3.2	16		15,110	19.8	15,110	19.8	29	19.8
	2	12.00- 1.37AM	-GRID 12.45 1.00 1.15 1.30				3.1*	19*	2.9 2.6 2.3	2,440	3.2	1,680	2.2 2.1*	11 10*	2.0 2.1 1.8 1.7
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45	13,810	18.1	13,660	17.9	29	12.9 19.1	14,650	19.2	14,650	19.2	30	16.1 21.3
ABC ABC SPECIAL REPORT(S)	2	11.30-12.15AM	11.30 11.45 12.00							8,930	11.7	7,020	9.2 9.7*	29 29*	10.1 9.4 8.2
															THU. THU. THU.
ABC BARNEY MILLER-11.30	1	11.30-12.04AM	11.30	7,630	10.0	6,030	7.9	26	8.4	6,410	8.4	5,260	6.9	23	7.4
	2	11.30-12.05AM	11.30 11.45 12.00										7.1*	23*	6.8 5.9
ABC CHARLIE'S ANGELS-11.30	1	11.30-12.36AM	11.30	7,550	9.9	5,720	7.5	23	7.6	9,310	12.2	6,640	8.7	26	9.3
	2	11.30-12.37AM	11.30 11.45 12.00 12.15 12.30				7.8*	21*	7.9 7.5 7.2 6.5				9.0*	24*	8.8 8.8 8.6 7.2
ABC LOVE BOAT-11.30	1	11.30-12.37AM	11.30	6,490	8.5	4,730	6.2	25	6.8	8,390	11.0	6,030	7.9	28	8.9
	2	11.30-12.38AM	11.30 11.45 12.00 12.15 12.30				6.4*	22*	6.0 6.3 6.3 5.5				8.3*	25*	7.8 7.8 7.9 7.0
ABC POLICE WOMAN	1	11.30-12.37AM	11.30 11.45 12.00 12.15 12.30	6,100	8.0	3,970	5.2	20	6.1				7.8*	31*	
							5.8*	19*	5.4 4.7 4.6 4.9						
ABC ABC FOOTBALL FILL(SUS)	1	11.48-12.06AM	11.45												
ABC FOOTBALL FILL(SUS)	2	11.47-11.56PM	11.45												MON.
ABC TUESDAY MOVIE OF THE WEEK	1	12.04- 1.57AM	12.00	5,190	6.8	2,670	3.5	22	5.2						
	2	12.05- 1.59AM	12.00 12.15 12.30				4.2*	18*	3.5 3.4	4,960	6.5	2,900	3.8 4.5*	23 19*	5.0 4.2 3.9
CONT'D															

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				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC TUESDAY MOVIE OF THE WEEK-CONT'D																			
			12.45					3.4*	19*	3.5	TUE.					3.8*	21*	3.6	TUE.
			1.00							3.5	TUE.							3.6	TUE.
			1.15					3.4*	26*	3.4	TUE.					3.6*	26*	3.7	TUE.
			1.30							3.0	TUE.							3.6	TUE.
			1.45					3.0*	30*	2.9	TUE.					3.5*	30*	3.4	TUE.
ABC POLICE WOMAN	2	12.15- 1.22AM	12.15									5,340	7.0	3,890	5.1	25	5.5	THU.	
			12.30													5.4	THU.		
			12.45													5.1*	24*	4.9	THU.
			1.00															5.0	THU.
			1.15													4.8*	28*	4.3	THU.
ABC BARETTA-THU.	1	12.37- 1.27AM	12.30	3,280	4.3	2,750	3.6	22	4.1	THU.									
			12.45					3.8*	20*	3.7	THU.								
			1.00							3.5	THU.								
			1.15					3.4*	23*	3.1	THU.								
ABC BARETTA-WED.	1	12.37- 1.23AM	12.30	3,590	4.7	2,750	3.6	25	4.4	WED.									
	2	12.38- 1.26AM	12.30									4,040	5.3	3,430	4.5	27	5.3	WED.	
			12.45					4.0*	25*	3.8	WED.				5.0*	26*	4.8	WED.	
			1.00							3.2	WED.						4.2	WED.	
			1.15					3.2*	26*	3.3	WED.				4.1*	28*	3.9	WED.	
ABC BARETTA-THU.	2	1.22- 2.08AM	1.15									2,370	3.1	1,980	2.6	21	2.8	THU.	
			1.30															2.7	THU.
			1.45													2.6*	21*	2.5	THU.
			2.00															2.4	THU.
CBS NEWSBREAK-M-F		>	8.45	12,280	16.1	11,600	15.2	24	15.8	M-F		11,370	14.9	10,530	13.8	21	14.8	M-F	
CBS CBS NEWS SPECIAL REPORT(S)	2	11.30-12.03AM	11.30									8,010	10.5	6,940	9.1	28	9.7	WED.	
			11.45														8.8	WED.	
			12.00														7.4	WED.	
CBS LATE MOVIE I		>	-GRID	7,400	9.7	5,040	6.6	25		M-F		7,020	9.2	4,810	6.3	23		M-F	
			11.45												7.2*	21*	6.8	MTUTHF	
			12.00														6.3	M-F	
			12.15												6.2*	24*	6.0	M-F	
			12.30						5.6	M-F							5.7	M-F	
			12.45												4.9*	25*	4.8	M-F	
			1.00												4.4		4.4	WED.	
CBS LATE MOVIE II	2	>	-GRID									4,040	5.3	3,360	4.4	27		M-F	
			12.45														4.9	MTUTHF	
			1.00														4.4	M-F	
			1.15												4.4*	27*	4.0	M-F	
			1.30														3.7	WED.	
			1.45												3.7*	32*	3.6	WED.	
NBC NBC NEWS UPDATE-M-F		>	8.45	13,350	17.5	12,970	17.0	27	17.1	M-F		13,510	17.7	13,510	17.7	27	17.6	M-F	
			9.00														18.3	TUE.	
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	4,500	5.9	2,590	3.4	24	4.5	FRI.		5,950	7.8	3,430	4.5	27	5.8	FRI.	
			1.15					4.1*	24*	3.8	FRI.				5.5*	27*	5.2	FRI.	
			1.30							3.4	FRI.						4.6	FRI.	
			1.45					3.2*	23*	3.0	FRI.				4.2*	26*	3.9	FRI.	
			2.00							2.9	FRI.						3.9	FRI.	
CONT'D																			

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				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
NBC MIDNIGHT SPECIAL-CONT'D			2.15					2.9*	24*	2.8	FRI.				3.7*	28*	3.5	FRI.
NBC TOMORROW SHOW		>	-GRID 1.45	2,900	3.8	2,140	2.8	23		2.3	M-TH M-TH	3,280	4.3	2,520	3.3	24	2.2	M-TH M-TH
DAY MONDAY-FRIDAY																		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,790	8.9	6,490	8.5	31	8.5	MTUF	6,710	8.8	6,490	8.5	31	8.5	MWTHF	
ABC ABC DAYTIME NEWSBRIEF-THU(SUS)	1	1.57- 1.59PM	1.45							THU.								
ABC ABC DAYTIME NEWSBRIEF-TUE(SUS)		1.57- 1.59PM	1.45							TUE.							TUE.	
ABC ABC DAYTIME NEWSBRIEF-WED(SUS)	1	1.57- 1.59PM	1.45							WED.								
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F	
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F	
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00	4,580	6.0	2,750	3.6	19	3.8	THU.								
			10.15					3.7*	19*	3.5	THU.							
			10.30							3.7	THU.							
			10.45					3.6*	19*	3.4	THU.							
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	2,900	3.8	2,440	3.2	16	3.2	M-F	2,750	3.6	2,370	3.1	17	3.1	M-F	
CBS GOING PLACES(S)	2	4.00- 4.30PM	4.00								4,120	5.4	3,740	4.9	17	4.9	TUE.	
			4.15													4.9	TUE.	
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F	
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F	
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F	
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,880	6.4	4,430	5.8	23	5.8		5,040	6.6	4,650	6.1	23	6.1		
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,110	6.7	4,730	6.2	25	6.2		5,190	6.8	4,810	6.3	23	6.3		
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,350	5.7	4,200	5.5	20	5.5		4,810	6.3	4,500	5.9	20	5.9		
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	3,890	5.1	3,660	4.8	21	4.8		5,190	6.8	4,650	6.1	23	6.1		
ABC NCAA FOOTBALL GAME	1	12.44- 3.47PM	-GRID 3.45	17,010	22.3	8,010	10.5	35	11.6									
ABC NCAA FOOTBALL PRE GAME	1	12.30-12.44PM	12.30	4,500	5.9	4,580	6.0	23	6.0									
	2	12.30-12.43PM	12.30								5,800	7.6	5,650	7.4	26	7.4		
ABC NCAA FOOTBALL FILL-1(SUS)	2	3.33- 3.38PM	3.30															
ABC NCAA FOOTBALL FILL-2(SUS)	2	3.30- 3.37PM	3.30															
ABC NCAA FOOTBALL FILL(SUS)	1	3.55- 3.58PM	3.45															
ABC NCAA FOOTBALL POST GAME	2	3.53- 4.00PM	3.45								11,600	15.2	10,530	13.8	37	13.8		
ABC HALF TIME NEWS-3(SUS)	1	5.26- 5.31PM	5.15															
ABC HALF TIME NEWS-1(SUS)	1	5.33- 5.38PM	5.30															
ABC HALF TIMES NEWS-1(SUS)	2	5.30- 5.35PM	5.30															
ABC HALF TIMES NEWS-2(SUS)	2	5.33- 5.38PM	5.30															
ABC HALF TIMES NEWS-3(SUS)	2	5.39- 5.44PM	5.30															
ABC HALF TIME NEWS-2(SUS)	1	5.51- 5.56PM	5.45															
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30															

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,660	4.8	3,510	4.6	27	4.6		4,350	5.7	4,040	5.3	30	5.3		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,420	7.1	5,040	6.6	31	6.6		6,100	8.0	5,570	7.3	31	7.3		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,710	8.8	6,560	8.6	35	8.6		6,940	9.1	6,790	8.9	35	8.9		
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	9,080	11.9	8,700	11.4	42	11.3		9,160	12.0	8,930	11.7	42	11.8		
		10.00							11.5							11.7		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,170	9.4	7,020	9.2	35	9.2		7,860	10.3	7,400	9.7	35	9.7		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,790	8.9	6,260	8.2	32	8.2		7,940	10.4	7,250	9.5	35	9.5		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,330	8.3	5,650	7.4	29	7.4		8,090	10.6	7,480	9.8	34	9.8		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,040	5.3	3,740	4.9	18	4.9		5,260	6.9	4,880	6.4	23	6.4		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,650	6.1	4,350	5.7	21	5.7		5,720	7.5	5,420	7.1	23	7.1		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,880	6.4	4,730	6.2	22	6.2		6,560	8.6	6,030	7.9	25	7.9		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,820	5.0	3,510	4.6	22	4.6		4,270	5.6	4,120	5.4	24	5.4		
NBC TIME OUT-9:58AM		9.58-10.00AM	9.45	4,500	5.9	4,350	5.7	22	5.7		5,260	6.9	5,110	6.7	24	6.7		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,270	5.6	4,040	5.3	21	5.3		4,650	6.1	4,430	5.8	20	5.8		
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,120	5.4	3,970	5.2	20	5.2		4,350	5.7	4,200	5.5	20	5.5		
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,510	4.6	3,510	4.6	17	4.6		4,500	5.9	4,270	5.6	20	5.6		
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,890	5.1	3,740	4.9	19	4.9		4,120	5.4	3,890	5.1	18	5.1		
DAY SUNDAY																		
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,750	3.6	2,590	3.4	14	3.4		2,590	3.4	2,440	3.2	14	3.2		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,440	3.2	2,370	3.1	12	3.1		2,520	3.3	2,140	2.8	11	2.8		
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,070	1.4	990	1.3	12	1.3		760	1.0	760	1.0	11	1.0		
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,370	1.8	1,300	1.7	13	1.7		1,300	1.7	1,220	1.6	12	1.6		
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 3.43PM	+GRID 3.30	23,960	31.4	13,660	17.9	49	19.8									
CBS CBS NFL FOOTBALL GAME 2	1	4.00- 6.48PM	+GRID	22,200	29.1	10,150	13.3	28	20.3									
	1	6.59- 7.06PM	7.00															
NBC NFL FOOTBALL POST-NBC	2	3.51- 4.00PM	3.45								8,850	11.6	7,170	9.4	21	9.4		